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House Beautiful

JANUARY

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How to achieve Privacy
the rarest privilege of our time

IN ALL THIS WORLD, NO OTHER PLANT LIKE IT!

Kellogg's AMAZING AZALEAMUM

(TRADE MARK REG. U.S. PAT. OFF.)

NEW COLORS OF WONDROUS BEAUTY!

A panorama of color August till heavy frost . . . three months of blooming magic. Fast-growing, easy to grow . . . winter-hardy. 600 large, gorgeous blooms per plant the first year, double that number the second year. Exciting new colors now ready! SWEETHEART, a glowing pink; CHRISTMAS WHITE, a large pure white variety; SUMMER SUNSET in variegated hues of orchid, orange, yellow, apricot; PAPOOSE, rich wine red; NUGGET, bright glittering yellow; HONEY CHILE, deep pink; PRINCESS in lovely opalescent blending of rare shades; PINK DREAM, dainty Fairyland pink; SNOW WHITE, white and graceful as Christmas snowflakes; and others.

ONE-IN-A-THOUSAND VARIETIES

Thousands of rare, new varieties developed yearly, but only a carefully chosen few meet Kellogg's exacting standards of beauty, health and vigor. You get only the *top best*. Actually well over a thousand varieties are discarded for every one retained, for your pleasure. Each plant shipped is fully guaranteed.



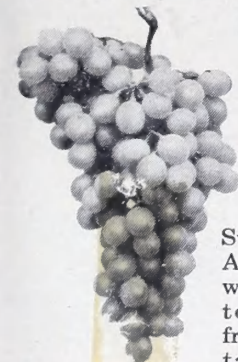
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HAND-BRED
GARDEN MARVEL

600 Enchanting Blooms 1st Year — Over 1,000 2nd Year

Imagine this exquisite bushel-size plant in your garden, with lovely flowers, each 2" across, and larger. Described in "Kellogg's Famous Flowers" book along with other exciting novelties.

Kellogg specialties include new Touslehead Mums, new bright red Astilbe, Tuberous Begonias, Azaleas, Gardenias, everblooming Carnations, Double Russian Violets, Gladioli, Roses and others.

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NEW SKINLESS GRAPE California Type

Sweet, tender, delicious. A juicy munch. Eat the whole grape . . . no skins to bother with. Have fresh from vine for family table, pies, preserves. Grow for profit . . . a money-maker . . . Customers report well-filled bunches, large yield. Hardy grower in north.

FREE NOW for valuable, new book FRUIT, FUN and DOLLARS. Shows in color, Kellogg's famous strawberries, raspberries, blackberries, boysenberries, and more. Tells how to grow. Use the coupon shown at right.



Free! NEW KIND OF GARDEN BOOK!

KELLOGG'S FAMOUS FLOWERS AND HOW TO GROW THEM is no mere catalog, but contains up-to-date information on WHAT and HOW to plant. Shows you how you can have bigger, better, more beautiful flowers . . . a prize-winning garden. Brilliant color pictures of new flowers . . . clear, how-to-do drawings to assure your success in world's most inspiring hobby—one the whole family can enjoy. Of this valuable book, one customer says, "The cultural instructions are plain, and all information is clear." Another writes, "The diagrams are particularly good. I find myself reading them all." SEND FOR YOUR FREE COPY NOW.

USE
HANDY
COUPON
BELOW

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They say of Kellogg's "Famous Flowers" book: "The best yet. I'm going to replant my whole garden according to your cultural directions." . . . "Your catalog contains more information than any of the others." . . . "Showed your catalog to a few neighbors. Will you please send them copies, as the 'How To Grow' section is wonderful."

Others write, "It's most helpful and inspiring." . . . "The cultural instructions are a refresher course to a good many old-time gardeners." . . . "After looking at a lot of catalogs (all the same) yours was a revelation."

(NAMES ON REQUEST)

R. M. KELLOGG CO.
BOX 742 THREE RIVERS, MICHIGAN

Please send me FREE, prepaid and without obligation, the book or books I have checked below:

- ☐ FREE book Kellogg's Famous Flowers and How To Grow Them, containing cultural instructions.
- ☐ FREE book Kellogg's Fruit, Fun and Dollars, showing many small fruits and gardening guide.

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TOWN _____ ZONE _____

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KELLOGG'S—FAMOUS FOR QUALITY SINCE 1869



*The magazine dedicated
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of better living*

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● On our cover, the living gallery in the home of Mr. and Mrs. Burton A. Schutt, Bel Air, Calif. Architect Schutt, particularly adept at mingling outdoors with indoors in every building he plans, shields his own privacy with a light-giving wall of textured glass. This stops outside eyes, but still brings indoors, as though seen through water, the green and shifting pattern of the tropical garden outside. Photograph by Maynard Parker.

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HOUSE BEAUTIFUL IS PUBLISHED MONTHLY BY HEARST MAGAZINES INC., 572 MADISON AVE., NEW YORK 22, N.Y. WILLIAM RANDOLPH HEARST, CHAIRMAN OF THE BOARD; RICHARD E. BERLIN, PRESIDENT; EARLE H. MCHUGH, VICE-PRES.; JOHN RANDOLPH HEARST, VICE-PRES.; GEORGE HEARST, VICE-PRES.; FRED LEWIS, VICE-PRES. & TREASURER; JOHN K. HERBERT, VICE-PRES.; A.S. MOORE, VICE-PRES.; ROBERT E. HAIG, VICE-PRES.; RICHARD A. HOEFER, VICE-PRES.; R.F. MCCAULEY, SECRETARY. COPYRIGHT 1949 BY HEARST MAGAZINES INC. ALL RIGHTS RESERVED. ADVERTISING OFFICES: 572 MADISON AVE., NEW YORK 22; 1132 PARK SQUARE BLDG., BOSTON 16; 326 WEST MADISON ST., CHICAGO 6; 1712 FISHER BLDG., DETROIT 2; 720 EUCLID AVE., CLEVELAND 14; 1709 WEST 8TH ST., LOS ANGELES 14; RHODES-HAVERTY BLDG., ATLANTA 3. SUBSCRIPTION PRICES, UNITED STATES AND POSSESSIONS, \$5.00 FOR ONE YEAR; \$7.50 FOR TWO YEARS; \$10.00 FOR THREE YEARS. CANADA, \$5.50 FOR ONE YEAR. PAN-AMERICAN COUNTRIES AND SPAIN, \$6.00 FOR ONE YEAR. OTHER FOREIGN COUNTRIES, \$10.00 FOR ONE YEAR. FOR CHANGE OF ADDRESS, GIVE OLD ADDRESS AS WELL AS THE NEW, WITH POSTAL ZONE NUMBER IF ANY, AND ALLOW FIVE WEEKS FOR CHANGE TO BECOME EFFECTIVE. MANUSCRIPT MATERIAL SUBMITTED WILL BE HANDLED WITH CARE, BUT THE MAGAZINE ASSUMES NO RESPONSIBILITY FOR IT. NO UNSOLICITED MANUSCRIPTS WILL BE RETURNED UNLESS THEY ARE ACCOMPANIED BY FULL RETURN POSTAGE AND A RETURN ENVELOPE. THE FOLLOWING TRADE MARKS REGISTERED IN U.S. PATENT OFFICE: "HOUSE BEAUTIFUL'S BUILDING MANUAL," "HOUSE BEAUTIFUL'S BUYING GUIDE FOR THE BRIDE," "HOUSE BEAUTIFUL'S PRACTICAL GARDENER," "THE BRIDE'S HOUSE," "GOOD BUYS," "HOUSE BEAUTIFUL," "HOUSE BEAUTIFUL COMBINED WITH HOME & FIELD," "HOME & FIELD," "FIELD ILLUSTRATED," "BETTER YOUR HOME—BETTER YOUR LIVING," "WINDOW SHOPPING." RE-ENTERED AS SECOND-CLASS MATTER OCTOBER 25, 1943, AT THE POST OFFICE, N.Y., UNDER THE ACT OF MARCH 3, 1879. PRINTED IN THE U.S.A. BY THE CUNEO EASTERN PRESS, INC.

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In this 1950 Catalog, you'll see many NEW varieties—available for the first time... *Fashion*, *Aloha*, *Masquerade*, *Yellow Pinocchio*. And, of course, all the established favorites, such as *Blaze*, *New Yorker*, *Diamond Jubilee*, etc. There's a wide selection of hardy J&P perennials, too—delphiniums, violas,

- Illustrations & Descriptions of the Newest Varieties
- New Money-Saving Offers
- Helpful Hints on Growing Better Roses

phlox, even shrubs and dwarf fruit trees. Seeing each variety in actual color helps you plan exciting new color combinations for this year's garden!

EVERY PLANT GUARANTEED TO LIVE AND BLOOM

In addition, you'll read every fact you need to know about each plant—how to grow it, size of blooms, foliage, etc. Also many gardening suggestions—and money-saving group offers! Each plant shown in this Catalog is hardy, vigorous, easy to grow—and GUARANTEED TO LIVE AND BLOOM! Start planning your garden right now—send for your FREE copy of this helpful book. Just fill in and mail the coupon below. However, since our supply of 1950 Rose Catalogs is limited—we urge you to mail the coupon NOW.

A FEW OF THE JACKSON AND PERKINS STYLE LEADERS FOR 1950

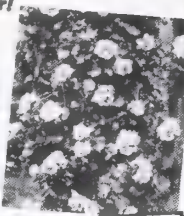
New Color in Roses! FASHION

(Pl. Pat. No. 789)
Brand-New
All-America Winner
A sensationally different, entirely new color—a coral overlaid with gold—a haunting fragrance and a hardiness of growth—make this, 1950 All-America Winner a must for your garden.



Exciting New Climber! ALOHA (P.A.F.)

A magnificent new, ever-blooming rose-pink climbing rose that bursts into a breath-taking display of sheer beauty. Flowers as big as 5" across, very long lasting. Amazingly long stems! Blooms all Summer!



Finest Hybrid Tea Rose Ever Created by J & P DIAMOND JUBILEE (Pl. Pat. No. 824)

J & P's own 75th Anniversary Rose! A lovely, perfect Hybrid Tea with tremendous 5-6 in. high-centered, fully double blooms! Warm glowing buff-orange color. Long-stemmed 30-in. plants. Old-Rose fragrance.



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Most popular and dependable of all Floribundas—the Pinocchio Family comes in many breathtaking colors. Pinocchio breath-taking colors. Pinocchio—salmon color flushed with gold. Red Pinocchio—blooms like carmine satin. Yellow Pinocchio—rich apricot yellow. Lavender Pinocchio—true lavender with golden stamens.



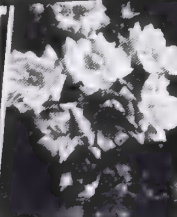
Aristocrats of Rosedom TREE ROSES

Imagine! An abundance of superb roses, blooming right at eye level! Far superior to those borne on regular bushes. Exceptionally disease-resistant. Six colors: yellow, red, pink, salmon, white, multicolor.



Multicolor Sensation! MASQUERADE (P.R.R.)

Brand-new Floribunda Rose. Yellow buds open into lemon, then pink; finally red! 10 to 25 buds on a cluster; each goes through this transformation—giving you roses of different colors at the same time!



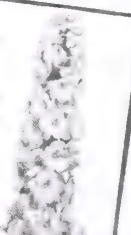
The Best Red Rose of All Time NEW YORKER (Pl. Pat. No. 823)

Hit of the Flower Show is the magnificent NEW YORKER! A red, red, velvety hybrid tea rose that stays red until the last petal withers. Beautifully-formed blooms up to 6 1/2 in. across! Magnificent as a cut flower; exceptionally hardy and disease-resistant.



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LIFE MAGAZINE calls these: "The first big Delphinium strain hardy enough to survive any U.S. Winter." New colors for these giant flowers include a deep royal purple—also a true pink! Other unusual perennials also displayed in Spring 1950 catalog.



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City.....Zone.....State.....

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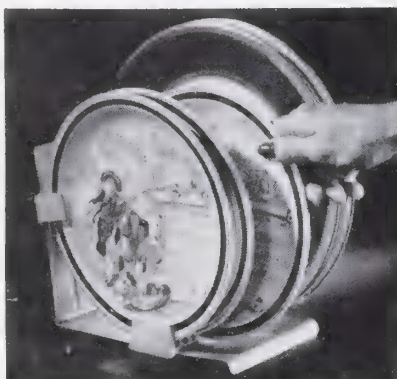
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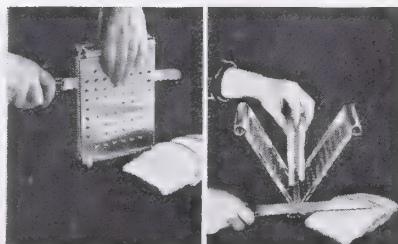
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Here is the most remarkable cupboard organizer that ever stored plates in "stand-up" safety. An aluminum rack holds 12 plates of any size within rubber grips, and takes up only 4½ inches of shelf space. Stand on shelf in back of cabinet so you can "twirl" plates out with finger-tip dexterity. No more stacking!

\$2.20 for set of two
Additional racks \$1.25 Postpaid each
Send for gift catalog

Page & Biddle, Inc.

21 Station Rd. Haverford, Penna.



Slice-A-Slice

Complete \$2.85 Postpaid

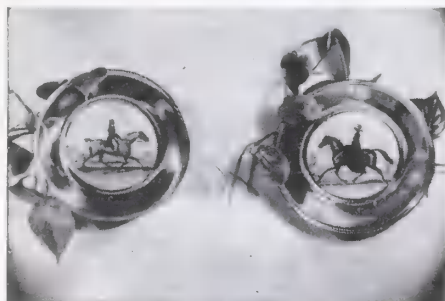
Those extra-fancy, extra-thin party sandwiches will be easy when you get this! Slip an ordinary slice of bread into the 5" by 7" frame, draw the grand Karve King knife through the guide slot—and presto! You have two slices where you had only one before. Complete with Swedish steel scalloped-edge Karve King knife and suggestions for using thin bread. No. HK2426.



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KIMBALL BUILDING

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\$5.00 pair, postpaid

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Write for Catalogue B-10

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FOR A DECORATOR'S TOUCH
monogrammed

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\$14.35 monogrammed \$7.95 unmonogrammed

Matching window curtains, 54" long, with tie backs. Unmonogrammed. \$7.95 pair.

add 25c for parcel post and insurance.

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Window

Merchandise, except personalized items, may be returned for refund by firms involved. Prices subject to change. Happy Window Shopping!



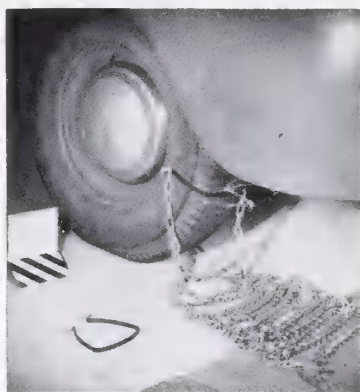
A CALORIE COUNTER.

If you're serious about that New Year's Resolution to drop 15 pounds by Valentine's Day, this is for you. The easy principle of it is that you pay calorie tokens out of your daily allowance for everything you eat, so if you wind up the day bankrupt: no food. With chart of calorie values, \$2.50 ppd. Calorie Counter Co., P. O. Box 1080, Fayetteville, N. C.



GET THE HANG OF IT, and

dramatize small treasures with simple effectiveness. A metal shadow box, 14½" over all, has show-off niches to display five or six miniatures. Use it for figurines and dwarf ivy, perfume bottles, or kitchen spices. In white, yellow, blue, green or red, \$1.95 ppd. Arthur's of Plainfield, 178 E. Front St., Plainfield, N. J.



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Shopping

with
Pat Gunan



OFF TO A GOOD START

The Tomorrow that never comes when we make those fine resolutions is here. It's easy to close our eyes to the Monday morning that was to usher in that diet. Easy to slither past the first of the month that was to tighten the girth on our budget. But when we're faced with the blazing newness of the start of a half century, the procrastination of *mañana* sticks in our throats.

Resolutions should be simple, tailored to fit the reach of the resolver. How frustrating, for example, to resolve to save for a mink coat when the bill for your daughter's orthodontistry whistles like a tornado through your bank balance. But when it comes to such things as your figure, your complexion, your savings account, the generosity of your spirit, *these* you can do something about.

Resolutions to improve our physical person and well-being only require such props as a good diet and an accurate scale; a few well-chosen creams, a stiff hair brush, and a scant 20 minutes out of 24 hours; a custom-tailored budget, a bright-shining goal, and understanding between husband and wife.

The last 50 years have been difficult ones. There have been too much material groping, too little spiritual contemplation. The childlike practice of saying our prayers, therefore, might persuade Heaven to smile more kindly upon the next 50 years.

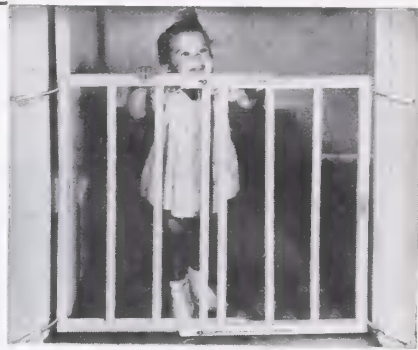
And then there is the matter of Laughter. You need only listen for it in an adult world to recognize its rarity. Like prayer, we seem to have lost the gift of laughter along with the belief in Santa Claus. But, Glory Be! It's a *habit* that's easy to acquire. All you have to do is laugh, out loud, with someone you're fond of. At least once every day, whether you feel like it or not. And look what you have! A very happy 1950!

TERRY-GATE®

An adjustable baby gate that is not permanently attached but can be moved instantly from one doorway to another. Held tightly in place by rubber-covered clamps that grip doorcasings up to 7". NO SUCTION CUPS.

Has no crisscross slats to pinch little fingers or give toe hold for climbing over. Fits doorways from 26" to 37" wide. Height 25".

Beautiful natural finish \$5.95 ppd.
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TERRY MFG. CO.

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Box, \$5. Both for \$16.50

Also Adjustable Railings and Window Guards. Write

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B. Party Hi-Balls—Have 1-oz. jigger in stem! Just pour liquor to right level and add mix. Require no stirring. Set of 8, ppd. \$6.45

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No C.O.D.'s, please

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\$85.00 We pay postage.

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42 West 40th St., New York 18

Authentic Cast Iron

and cast aluminum reproductions. All painted in long-lasting white. Grape design, graceful and strong. Strongly fashioned by skilled craftsmen.



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WALL BRACKET for FLOWER POTS

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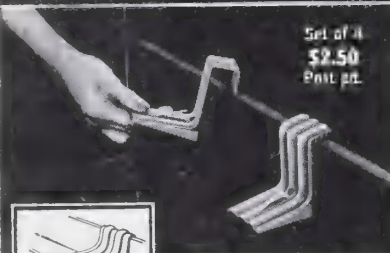
Settee #500—\$25.00
32 inches wide, 28 inches high (back)
Chairs #502—\$15.00 ea.
16 inches wide, 28 inches high
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Diameter 28 inches, height 22 3/4 inches
Small Table \$10.00
Also Round-the-Tree Benches

Immediate Delivery

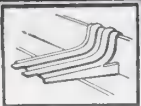
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YOUR BED CAN'T COLLAPSE WITH THESE NEW BEDSPRING SUPPORTS



Set of 4
\$2.50
PAID AT



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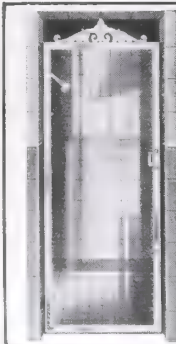
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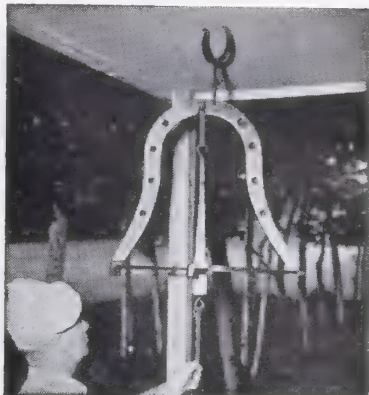
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Shopping



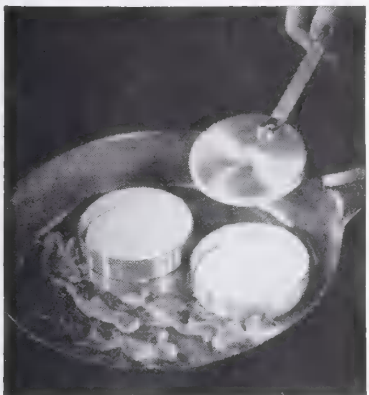
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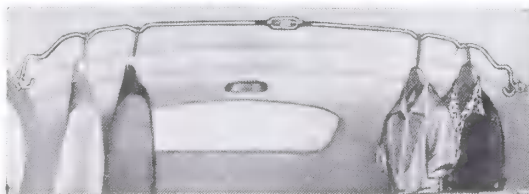
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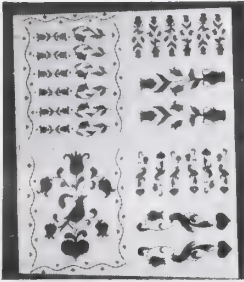
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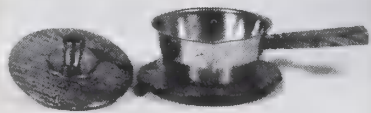


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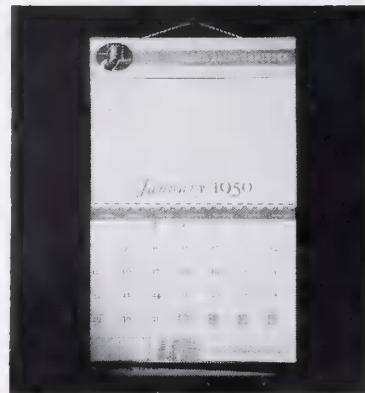
Window



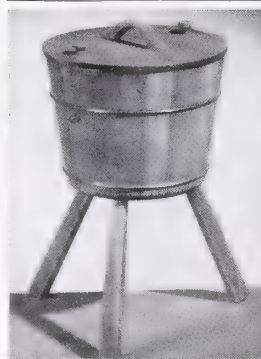
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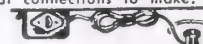
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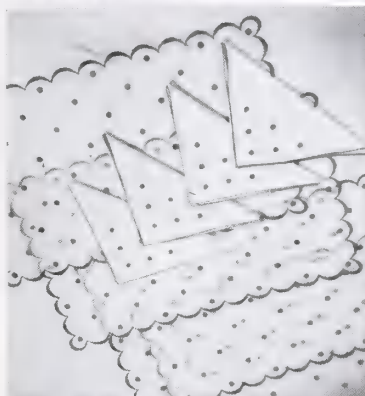
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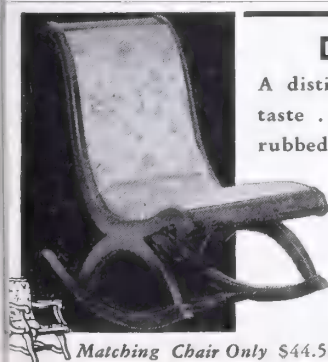
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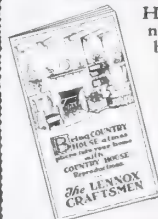
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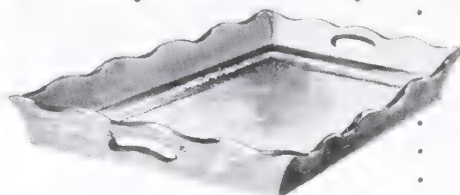
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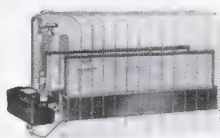
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Maid-O'-Mist Convactor Humidifiers also are available for cabinet or concealed type CONVECTOR RADIATORS and all types of WARM AIR FURNACES. Thousands of satisfied owners are now enjoying this inexpensive method of moisture-conditioning the air in their homes. Write for Free booklet.

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Just shake a little Powder Chaperone on anything you want to protect. Your dog smells it... but you don't. An easy way to train. Harmless.

Use on chairs, beds, sofas, etc. Does not injure even finest fabrics. Prevents puppy damage to slippers, drapes, etc. Keeps male dogs away from female.

SEND NO MONEY. Order your Powder Chaperone C.O.D. \$1 plus postage (or just enclose \$1 bill at our risk and we'll pay postage).

For outdoor use to protect shrubs, gardens, etc., use Liquid Chaperone, also \$1.

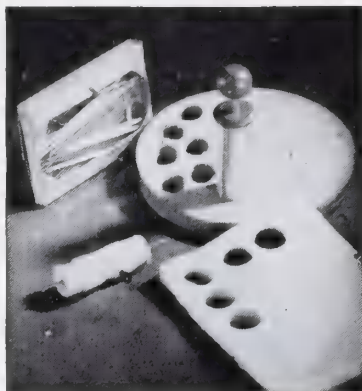
Dry bathe your dog with Hygienic Cleaning Powder. It cleans dogs better than water, avoids colds. Stops scratching, stops odor. Big Shaker Package \$1.



SUDBURY LABORATORY
Box 116 South Sudbury, Mass.



Window



PARTY PICK-UPS. The Snack-Master is the next best thing to a caterer to have tucked away in your kitchen drawer. An aluminum cylinder cuts small and perfect rounds of cheese, bologna, pickle, or bread, and you'll spear them with alternating genius on plastic picks. Canapé cutter and 2 boxes of 100 plastic picks. \$1. Ppd. Convivial. 2736 Lincoln Ave., Altadena, Calif.



SEE SEAT was dreamed up in desperation by a parent who was sick of barking "Sit Down" in the car. Now, instead of scolding, he has the See Seat which brings a child up to looking-out level, and he's content to sit. Made of natural pine, with padded seat covered in cinnamon corduroy and hand painted with first name, it's 8" x 11" x 5". \$3.95 ppd. Two weeks delivery. J. W. Prince, 217 Meacham, Park Ridge, Illinois.



CHEST PAD. The scary cough that cracks like a pistol into the stillness of the night is your cue to get out this protective flannel chest pad. It slips over the head of a child, has adjustable shoulder straps and elastic side fastenings. It provides extra warmth under clothes, and saves pajamas from ointment. Specify chest measurement. \$1 ppd. Chest Pad Co., 3619 E. Gage Ave., Bell, Calif.



COLD HANDS may mean warm heart, but on thermometer plunging days a heater in the hand is worth a stagline of beauty in the bush. The Salamander Pocket Heater is covered with felt, uses absolutely safe fuel sticks, and stays warm for about three hours. Fine for hunting, fishing, motoring, walking in the country. With 10 fuel sticks, \$2.50 ppd. Salamander Novelties, 15 Nassau St., New York 7, N. Y.



BABY NITE LITE

\$3.50 POSTPAID SORRY NO C.O.D.'s

Ideal baby, birthday or occasional gift that pleases parents and child. Attractive 9 1/2" pottery bunny lamp complete with 6 foot cord and "on and off" switch. Colors pink or blue. Eyes and ears give off sufficient light to work in nursery without disturbing child. Satisfaction guaranteed. Please send check or money order. Add 25¢ west of the Mississippi.

THE LANETTE CO.

16 PARK STREET

SPRINGFIELD, MASS.

Shopping



MUSICAL TOOTHBRUSH

HOUSE. The most angelic child can turn into a fibbing imp when it comes to the tooth brushing question. So to put fun into a chore, and startle their dentist, this is a bonanza present. 4" x 3 1/2" plastic house plays tune as brush is removed. 3 suction cups adhere to wall. Window shows Swiss music box movement. With cement, \$3.95 plus 15¢ post. Crane's, 419 E. 57th St., N. Y.

THIS SHOULDER PATCH,

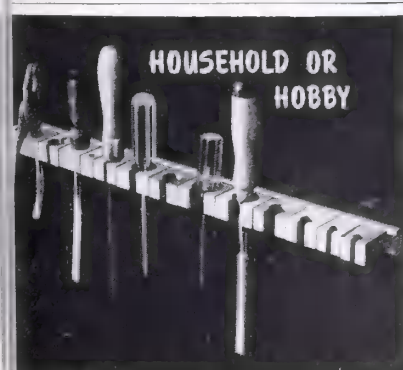
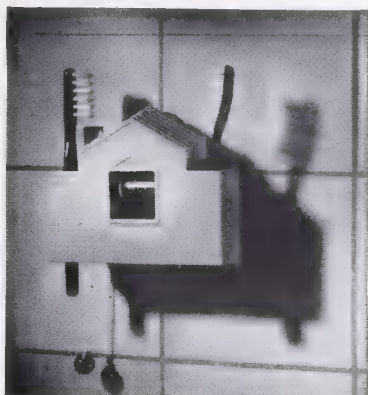
that identified his division during Army life, is today as proud an emblem as a family crest—and equally decorative. So this is one waste basket that he won't hide under a desk. Made of gleaming copper, it is decorated with a hand-wrought copy of any shoulder patch insignia. Just \$12.50 postpaid, and it comes from Henry W. Longfellow Studio, Weston 93, Massachusetts.

HAVE IT YOUR OWN WAY,

hanging on the wall or sitting on the coffee table, but *do* have it because the glossy green of ivy against the polished splendor of brass is like a sun-flecked melody in a winter room. 8" trivet has a winging bracket for wall or table display, and the brass pot has a 1/2" opening. \$3.95 each ppd. Jennifer House, New Marlboro stage, Great Barrington, Mass.

LOWDY DOODY BEHAV-

OUR CHART. The young-in-years have been known to have a sinking acquaintance with Satan, so this chart is an out-and-out bid to straighten topsy-turvy halos. Lowdy Doody makes the rules, hands out the stars. Special pin star is awarded for extraordinary goodness. 3-piece set hangs on wall. 18" high, \$2 ppd. David Lodes, 225 W. 34th St., N. Y.



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Shelf!

Tray goes
Round
\$2.25

A flip of your finger and it spins like a dervish. Steel center shaft has pointed ends that act as pivots. Installed in less than a minute. Fits between any two shelves having 9 3/4" to 11 1/4" of space between them. Two white enameled adjustable trays, each 10" in diameter, have a curb all around to keep contents in place. Things like spice cans, that you usually grope to find, swing immediately into view. No. HK3290.



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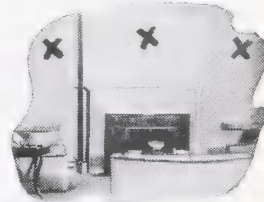
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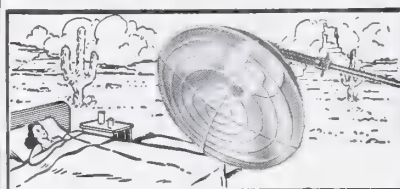
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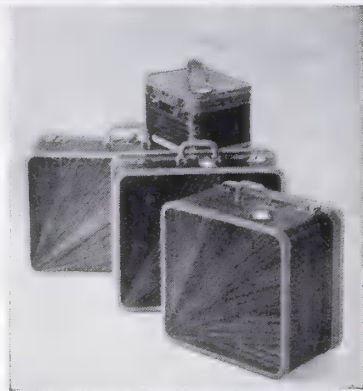
KEARNEY, NEBRASKA



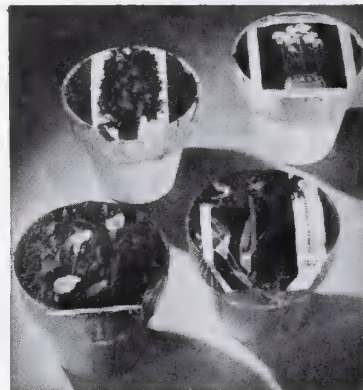
Window



DINNER BELLES. It's a lucky bride who sends you a wedding invitation, now that you know about these lovely pieces in Kirk's sterling silver Repoussé pattern. Individual ash tray, 2 1/2" wide, is \$5.75. Dinner match holder, \$4. Regular size holder for box of safety matches, \$4.75. Etched crystal mustard jar with Repoussé cover and spoon, \$6. Tax incl. Add 25¢ post. Nelmor, 901 Bergen Ave., Jersey City, N. J.



SEND HER PACKING with the Amelia Earhart Station Wagon Set. Scratches inflicted by a bumptious bellhop come off with steel wool, polish with colorless lacquer. Made of polished tiger-wood, they're bound in suntan cowhide. 14" x 10" x 8 1/2" party box, \$50; 21" wardrobe, \$79; 24" pullman, \$50; hat box, \$54.50. Add 20% tax. Exp. coll. T. Anthony, 751 Madison Ave., N. Y.



CHILD'S GARDEN OF BULBS. This is the nicest gift for a small green-thumbed gardener we've seen. Four pots, each planted with different bulbs, have drainage stones in the bottom, peat moss, mulch, soil, etc. Colored pictures of Narcissi, Callas, Hyacinths and Amaryllis identify the promised blooms. The set of four is \$5.95 postpaid. The Toy Shop, Inc., 1301 Fifth Ave., Seattle, Wash.



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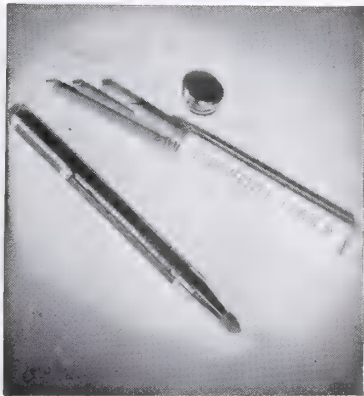
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will be well matched if you choose one of these for his gift. The coin cuff links are made from silver foreign pieces, \$7.50 pr. The square links are mounted with copper on sterling and set with Mexican opals, \$24 pr. And the round pair are set with carved tiger's eye, \$21.60. Incl. tax and post. All available with stationary or spring backs. Setay, 200 S. Lomita, Burbank, Calif.



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that gets jumbled in spite of your nimble finger work, so to take care of your slips without leaving a mark, here's a mechanical eraser. It's pointed end assures letter wide erasures. It comes in a royal blue anodized aluminum finish. Order one for college girl who uses the two-finger system. \$1 ppd. Studwell Products, 70 E. 45th St., N. Y.



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It's a whiz of a construction game for children and grownups alike. Roll a one with the dice and you've won the body. Roll a two and you get the head to attach. All in all it's a race between two or more players. Whoever completes a cootie first wins. And it's all governed by rolls of the dice. Each game contains all the makings of four bright plastic cooties, plus dice and complete instructions. Postage prepaid, \$2.25.

J. J. ANTHONY

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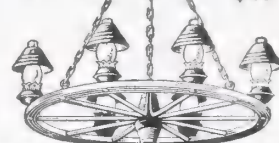
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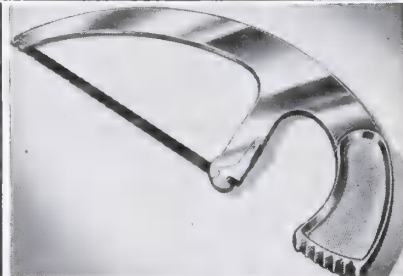
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BOYS! GIRLS! NEW TINY MIDGET RADIO

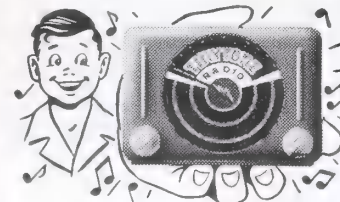
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SEND ONLY \$1.00 (ck., M.O.) and pay postman \$2.99 C.O.D. plus postage on arrival or send \$3.99 for postpaid delivery. Has personal phone. LISTEN IN YOUR OWN ROOM—OR BED—ANYWHERE! EVERYTHING SENT COMPLETE—NOTHING ELSE TO BUY! WONDERFUL! "Tinytone" is the best radio of its type on sale today!



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MIDWAY CO.

DEPT. THB-1

KEARNEY, NEBR.

Your Child's Name

on this adorable dress made of finest sanitorized Bates & Stoffel broadcloth. Any little Miss would love this "name dress" with her own first name scattered on it.

NAMES EMBROIDERED TO LAST LIFETIME OF DRESS.
CHOICE OF SWEETHEART NECK OR ROUND COLLAR.
FULL SKIRT, 3" WIDE HEM, FULL PUFFED SLEEVES,
FRENCH PIPING, 1/2 WAY BUTTON BACK WITH TIE.

Comes in color combinations of:

■ Kelly Green with Moize trim ■ Cinnamon Brown with Moize trim
★ Bright Red with White trim ★ Royal Blue with White trim

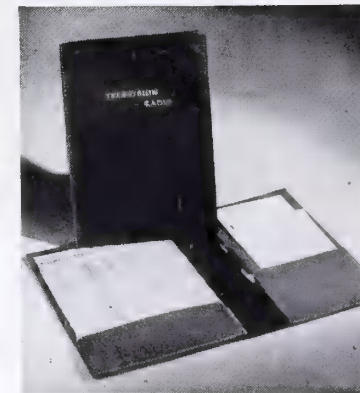
Sizes: 2-3-4-5-6... **\$6.95** postpaid Sizes: 7-8-10-12... **\$8.95** postpaid
State size, style, color, name, plainly. (No C.O.D.'s)

ANOTHER EXCLUSIVE FROM IMMEDIATE DELIVERY

ReeWee House CULVER CITY, CALIF.



Window



"HANGOVER." To watch the agonizing goings-on of the remorseful and bedeviled victims and you with a clear head and bright eye—is to laugh with the side-splitting mirth of the pure heart. But if you've ever staggered down the pulsating labyrinth in person your laughter has a rueful note. Book of 19 caricatures by Kenné, \$1.50 ppd. The Bar Mart, 62 W. 45th St., New York 19, N. Y.

FINE BUY. This is real value. It's a silver chest decorated with a Chinese design that holds 12 pieces of flatware, and is lined with tarnish-resistant cloth. A bride, of course, would love it to keep her new silver in shining order, and you'll probably want to order an extra one for your own house. In green, black, maroon, just \$6.95 ppd. Ellison Box 284, Orange, N. J.

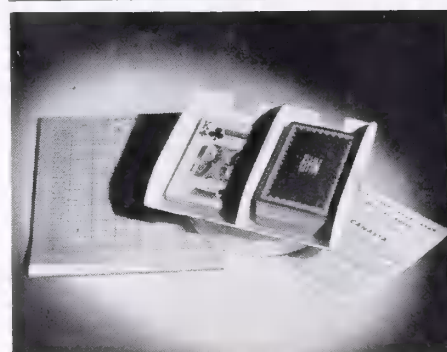
LIGHT FANTASTIC. Dor-Lite controls automatically the light in your closet, pantry, garage. When you open the door, light goes on; when you close the door, light goes off. It works on the same principle as the light switch in an electric refrigerator, there are no wires to splice or connections to make when stalling. \$2.45 each, \$6.45 3 ppd. Dor-Lite Co., 312 Christiana Ave., Chicago 24.

WHAT'S THE PROGRAM? Weekly Television and Radio programs may be seen at a glance and kept for constant reference in this leather folder that keeps you informed about what's on, and when and where. It contains cards for noting down special shows, a pencil, pocket memos, and a section for radio and TV newspaper schedule. \$8.50 ppd. Halle Bros., Stationery Dept., Cleveland, Ohio.

PERSONALIZED Revolving CANASTA SET

Personalized accessories for Canasta and other card games! Beautiful plastic that revolves with a touch of the finger to face each player—also prevents handling of cards. Center slot for "fingering" card. Set includes attractive edge Canasta cards gold-stamped with initials, plus revolving tray, Canasta Score Sheets and Official Rules. Or several for yourself, for friends, gifts! Send only **\$3.75** (6 sets \$20.40); we pay postage. No C.O.D. please. NOTE: when ordering, initials clearly.

GUILD PRODUCTS, INC. Dept. 406 Market Street St. Louis 2,

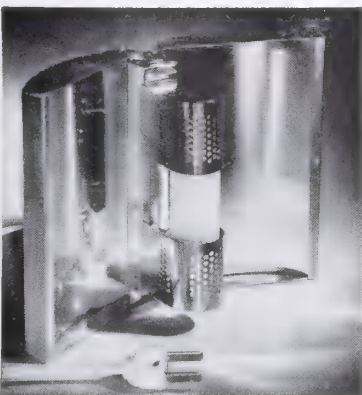


Shopping

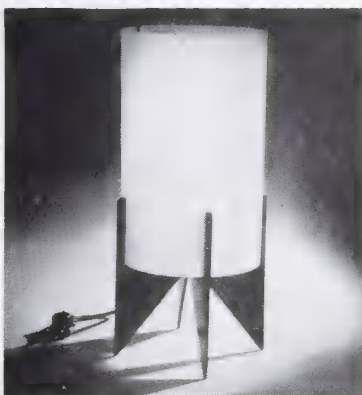
ALADDIN'S TOUCH. From where you sit, or lie, you can turn the lights off or on, exercise the same remote and magical control over a radio; and if that isn't a Lazybones' idea of heaven, what's an armchair for! All this wizardry is encased in a brown, wine, green or ivory leather-covered disc, 2½" wide, that plugs into any outlet, comes with 8 ft. of cord. \$5.95 ppd. Mermod Jaccard King, St. Louis, Missouri.



POCKET SIZE SUN LAMP. It opens like a double picture frame, measures just 5⅜" x 3½" x 1⅞". Its rays, which cover a six foot area at a distance of two feet, combine ultra-violet and infra-red radiations. Goggles are not necessary, and it gives you a minimum of 400 exposures of about 15 minutes each. Gold-plated case. \$25 plus postage. Hammacher Schlemmer, 145 E. 57th St., New York 22, N. Y.

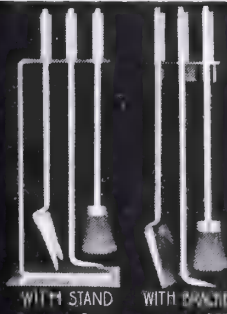


THE WINNER. This lamp is the first of a line of modern designs being produced by Alexey Brodovitch, a prize winner in the Museum of Modern Art's International Low Cost Furniture Design Competition. Refreshingly simple, it fulfills its purpose of giving light with integrity and lack of gingerbread. Plastic shade is white, wood base is ebony. 14" high, \$12.50 ppd. New Design, 33 E. 75th St., New York 21, N. Y.



SCRAPBOOKKITS. A phenomenally well-organized person must have designed these books! There's one for Gardening, Home Plans, and Recipes, each with pages for pasting clippings and writing notes, envelopes for filing booklets, index tabs, and gummed page headings. \$2.59 each, two for \$4.95, three for \$6.49. Ppd. Home Service Publications, Glenview, Illinois.





MODERN BRUSHED ALUMINUM

IF YOU LIKE MODERN YOU WILL LIKE THESE DISTINCTIVE NEW FIRE TOOLS DESIGNED BY FIEB AND EXECUTED IN BRUSHED ALUMINUM. THEY ARE 25" LONG MADE FROM SILVERY WHITE SOLID BAR AND SHEET ALUMINUM. FEATHER LIGHT AND FINELY BALANCED.

FOR FURTHER INFORMATION WRITE:

FIEB BOX 1454 GRAND CENTRAL STA. NEW YORK 7 NEW YORK

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WITH STAND \$7.50


ADD \$5.00 WEST OF THE MISSISSIPPI

WITH CARRYING CASE \$5.50

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Choose from Nelmor's 120 patterns of world-renowned Sterling Silver by Gorham, Towle, Reed and Barton, International, Kirk, Alvin, Heirloom, Lunt, Tuttle, Wallace, Watson, Whiting, Smith. Indicate the pattern you desire on the membership coupon below. In a few days you will be the proud owner of your chosen precious sterling. Pay \$2.00 a month for one place setting, \$4.00 a month for two place settings, etc. for most patterns. You pay no more than the nationally advertised price. No carrying charges. Each place setting fitted in free anti-tarnish silver roll. First payment is due after you receive your silver. Own and use your silver now—pay for it out of income. © 1949, Nelmor Jewelers



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Enroll me as a member of the Nelmor Sterling Club. Send me _____ place settings of _____ pattern. I will pay \$2.00 per month per place setting.

Prices include federal tax and are for _____ six-piece place setting: Teaspoon, Salad Fork, Butter Spreader, Cream Soup Spoon, Knife, Fork.

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with the solid mahogany seal of approval



For your own fireside, for that gift with the delightful touch . . . this solid mahogany, empire-type footstool covered with petit point tapestry in a beige enhanced by delicate embroidered flowers. Only old Cape Cod craftsmanship can give you such charm and quality at this low price. 15¾" long and 10" wide.

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Teaticket, Cape Cod, Massachusetts

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Candlelight Enchantment!

The soft glow of flickering candlelight enhances this **IVY CIRCLE**. A crowning touch of glory on your dining room table. For beauty every day, fill the circular trough with water, and ring with ivy. For gala occasions, pack with masses of sweetheart roses, or blue cornflowers, white candy tuft, and red carnations. Beautifully gift boxed. Choice of crystal, emerald or ruby.

12" diam. plexiglas ring **\$6.95 ppd.**
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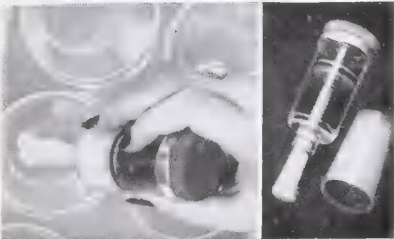
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You'll be greasing pans—not your hands—with this housewife's helper. Fill the clear plastic barrel with shortening, turn knob and plunger forces grease into the 1½" brush fibers. Plastic barrel is 1¼" in diameter and 2½" long. Holds enough shortening for several baking days. Handy cap fits over the brush when not in use so you can store it without leakage. \$1. postpaid. No. HK3190.

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★ TRIVET LAMP

★ Made in an authentic Pine Tree Design in gleaming Solid Brass, with maroon parchment shade. A rich and unusual lamp for the sewing or reading nook, over a desk, or in pairs as bed lights. ★ About 15 inches high. Each..... \$4.95

★ Specially Priced \$9.25
★ Per Pair for only

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Plates—Polishes—Cleans,
All in one easy operation . . . Simply rinse with hot water and dry.
NO DIRTY HANDS ANYMORE. NO POLISHING NECESSARY.
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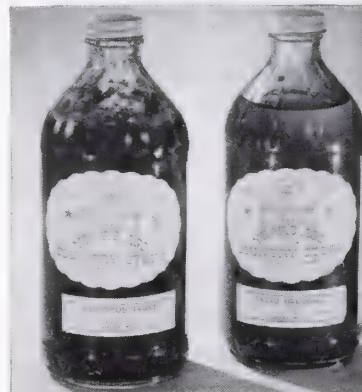
Window



FULL OF SOAP. No matter how allergic Master Grubby is to the soap-and-water routine, he'll change his tune when he gets this suitcase full of souvenir soap in the same wanderlust wrappers used by famous hotels, airlines, steamships and railroads. Each wrapper is different, and there are 25 of them in the 6" x 5½" travel-stickered bag. \$1 ppd. The Weatherman, 430 N. Michigan Ave., Chicago, Ill.



COWBOY DECALS will make a boy's bedroom look as though the Lone Ranger slept there. Twenty-four designs in four colors include bucking broncos, western scenes, cowboys, etc., and they're ready to be transferred on to walls, lamp shades, waste baskets, chests, glassware. The complete set is yours for \$1 postpaid. Order them from Western Arts, 2703 East Central, Wichita, Kan.

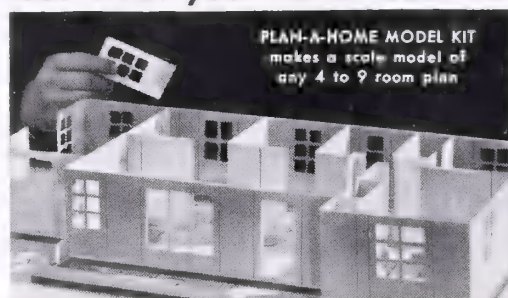


IT'S A SECRET. Exactly what goes into this French Dressing and Barbecue Sauce, or how they are blended to achieve their unbelievable perfection is a well-guarded secret. We're plain grateful that we found them. The Barbecue Sauce is also a Steak and Chops Sauce. Or marinate chicken or chops in it about 24 hours! \$1 each plus 25¢ post. Years Ago Country Store, 1117 Elgin St., Houston, Texas.



MARKS OF LEARNING. The elephant revered for his remarkable memory, the owl for his deep wisdom, and the professor, who should be the embodiment of both qualities, make charming book-marks. They're made of colorful genuine leather and come with initials or any name (up to 6 letters) printed in gold. \$1 each. 3 for \$2.75 ppd. H. Kreech, 1620 Ocean Ave., Brooklyn N. Y.

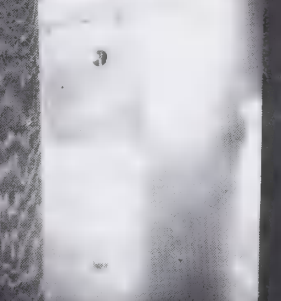
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PLAN-A-HOME MODEL KIT
makes a scale model of
any 4 to 9 room plan

Here's an easy way to make a scale model of your favorite house plan . . . a model that becomes a proving ground for your home building ideas. Simply fit pre-cut wall sections into slotted plastic footings . . . and there's your model! Change as often as you like. Kit also includes furniture cut-outs for every room. Send today for 315-piece kit, \$6.00 postpaid, 3-day inspection privilege. Thousands of satisfied users.

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A black and white photograph of a dark wooden tray. On the tray, there is a stack of white cards on the left, a small dark cup in the center, a small dark bowl on the right, and a small dark jar in the bottom right corner. The background is dark and out of focus.

uses no rods.

No C.O.D.'s please.



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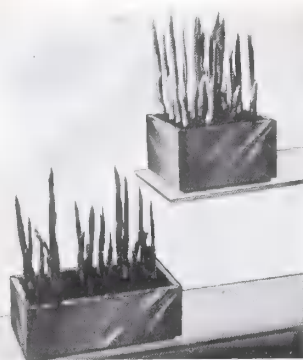
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Satisfaction guaranteed. Use this coupon: order today!

A. J. Ganz Co., 112-M N. Hayworth, Hollywood 48, Cal.
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 Please send _____ for \$1 each, 3 for \$2.75, ppd. Pymt. enclosed (No COD).
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Enjoy FRESH LILY OF THE VALLEY ALL WINTER LONG

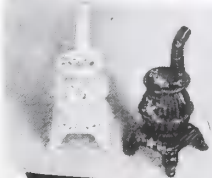
- Even when your garden is covered with snow, you can have your own fresh flowers! These newly harvested, imported Lily of the Valley pips will bloom in your home in just 25 to 30 days.
- When spring comes, plant these same bulbs outdoors, and the following year these lovely flowers will blossom all over again in your garden.
- The copper bowls, themselves, become useful containers after bulbs are removed. A wonderful idea for yourself... a delightful gift for your friends.

Square container, 5"x5", planted with 16 pips, \$7.00
Oblong container, 8"x4", planted with 18 pips, \$8.75
Pips separately, with planting material, \$3.00 per dozen
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Max Sekling Seedsmen, Inc.

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Hand Decorated POT-BELLY STOVE Salt & Pepper Shakers

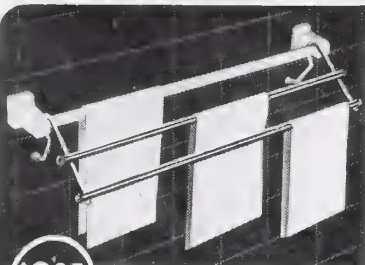


set
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One black, one ivory in each set—and both beautifully hand decorated! Only 3 inches high, they're perfect metal miniatures of the old "pot-belly" stoves from grandmother's day.

They'll brighten your table when a pair is set at each place. Use them in picnic baskets, around the barbecue oven, or on your what-not shelf. An ideal gift... order several sets!

Noveltyme Studios HELLAM 1 PENNA.



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Money Back Guarantee
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Single bar extension \$2.25 Ppd.

Triple your towel space GUEST E-X-T-E-N-S-I-O-N TOWEL RACK

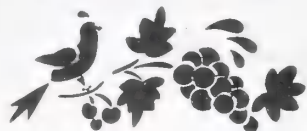
Hangs on any bathroom rack—round or square—no screws or bolts. Chromium on solid brass with matchless mirror finish... extends 15 to 25 inches. Thousands being used every day... not a gadget.

ALLEN METAL PRODUCTS CO.

EST. 1936

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Attractive new Pennsylvania Dutch stencils by Jane Zook are cut, ready to use. They work like a charm in decorating textiles, wood, tinware—articles of all sizes in practically any material. Folder includes fascinating bird, flower, unicorn and other Pennsylvania Dutch designs.

FOLDER S-300—Pennsylvania Dutch Stencils with color guide and instructions for stencilling \$1.25 postpaid

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No C.O.D.'s. Catalog of painting materials and complete line of undecorated tinware mailed with each order.

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**NALCO
Candle Flame
LAMPS**

Delicately shaped like a flickering flame, Candle Flame Lamps diffuse a warm glow of candlelight that adds new charm to your home.

Available clear, frosted or in flame tints—and with standard or candelabra base.

55c each including tax and postage on a minimum order of six. Write

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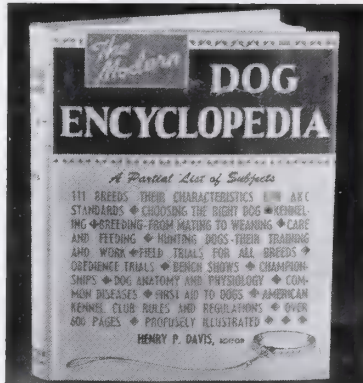
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Window



ICE SCREAM. This is a practical joke that will cause even sobersides to question his sanity while your less moderate guests reach for a straightjacket. A fair ice cube imprisons a perfectly horrible black bug, and depending upon the victim the calm of your party will be shattered by a scream or the thud of a falling body. \$1 each, or set of 4 for \$3 ppd. J. J. Anthony, Box 40, Milwaukee 1, Wisconsin.



A DOG'S LIFE. his characteristics, care, feeding, and training are included in "The Modern Dog Encyclopedia." You'll find authoritative information on American Kennel Club rules, complete data on field trials, championships, etc. Fine addition to a doglover's library. Bound in tan buckram with over 500 illustrations. 638 pages. \$10 ppd. Stackpole and Hec Inc., Cameron and Kelker Sta Harrisburg, Pennsylvania.



POCKETS FULL OF REAMS of fishing convenience are slung over his shoulder and comfortably secured by two broad straps. Made of mountain Briar Cloth, it has one zippered pocket with a vertical divider for dry fly boxes, leader boxes, cigarette or lunch. With landing net ring and bottle for dunking flies. \$2.95 ppd. Alex Taylor, 22 East 42nd St., New York.



YOGURT. the custard-like, cultured milk product that a renowned scientist found to be a contributing factor to longevity and glowing health, can now be made right in your own home with the Yogurt Master. It's easy; it tastes good; and it's wonderful for you. Electric Master comes with month's supply of Starter (culture). \$19.95 ppd. Yogurt Master, 225 W. 34th St. New York 1, N. Y.



Victorian Elegance—enhanced by Colorful Simulated Needlepoint The CLASSIC ROSE BACK CHAIR

ONLY
\$14.95
EACH

Authentically adapted from one of yesterday's most gracious designs. Use in pairs for hall or living room, desk, or as graceful enrichments to dining table. Rich, deep carved Rose Back pattern, bent back rails, bowed front rails; richly colored simulated needlepoint in Beige or Black background. Finest selected hardwoods. Lacquer finish walnut or mahogany. A modest price for so much quality and style. 2 chairs \$29.00. Set of 4 \$57.00. Matching Armchair \$17.95.

Satisfaction guaranteed or your money refunded.

No COD's please.
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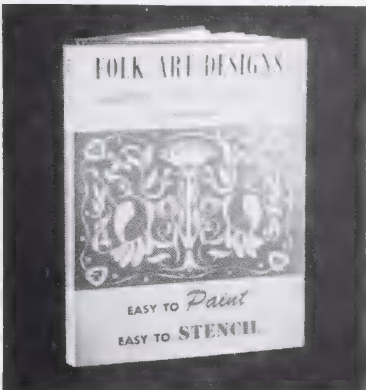
WINTER WEATHER. A picture of what might be the main street in any small town, blanketed under December snows, is hand-painted on a porcelain tile and set in a carved driftwood frame. And it would be equally at home in a modern living room or a Colonial guest room. A Summer Scene is also available. Frame is 10" square. \$11.95 ppd. Keane Studios, 624 So. La Brea Ave., Los Angeles 36, California.



WORLDLY WISDOM will be quite readily acquired, even by the 3-A group, if this up-to-the-minute globe is on your library table. There are over 6,000 place names including cities, steamship routes, railroads, etc., printed in 10 washable colors. And crossword puzzlers in quest of a five-letter seaport in Algeria will find it easily, 10" diameter, \$3.50 ppd. Replogle Globes, Inc., 315-325 N. Hoyne Ave., Chicago 12, Ill.



A CRAFTY LADY whose decorative eye goes south of the border one season, Pennsylvania Dutch the next, will find designs to suit her every mood in "Folk Art Designs." It features American, European, and Oriental motifs ready to be traced, applied and painted. So cheer up a cast-off chest, decorate your own greeting cards, etc. \$2.50 ppd. Home-crafts, 799 Broadway, New York 3.



DOM DOM is a rather remarkable little circus performer who keeps his balance despite a bit of rough-housing. In fact, he bobs and weaves, and, like a sport, comes up for more. Made of yellow plastic in yellow combined with red, blue or green, Dom Dom keeps his equilibrium on a 6" stand, and his antics will fascinate the nursery crowd. 50¢ postpaid. Lee-White Co., P. O. Box 4899, Pittsburgh 6, Pa.



1950
Created expressly for You
In gleaming Brass or antiqued Copper
A large Old English initial or three block initials against a background of pine needles and cones.

Two decorative as well as practical accessories that will enhance any room.

Our signature or seal verifies it to be a Longfellow original.

Waste Basket—approximately 14" \$12.50 postpaid
Letter basket—5" high 5.00 postpaid
1950 catalogue now being prepared.

Henry W. Longfellow Studio
WESTON 93, MASS.



Radio-Phone

Here is an instrument to capture the fancy of every child. An actual radio receiving set in a toy telephone. Dials like a telephone, plays like a radio! A personal radio for every youngster. Plays anywhere, is portable, durable and a real tube set. Red only, complete with \$6.25 batteries.

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EUNICE NOVELTIES Dept. B-10

Our 10th Year

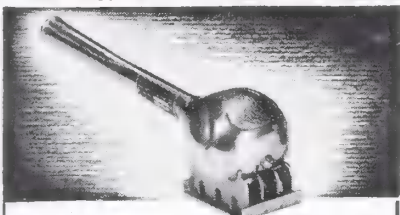
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Convertible COFFEE TABLE

That "twirls up" to become a card, end, luncheon or occasional table. Because of our exclusive feature this expertly crafted Duncan Phyfe table rises from 19" to 29" by twirling the top. The precision tooled steel support is firm and steady at any height; locks in any position. Top 30"x30" when leaves are up, when down 30"x18". Handsome brown mahogany finished. \$32.50 express collect, check or money order. No C.O.D.'s please.

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Box 460, BRYN MAWR, PA.

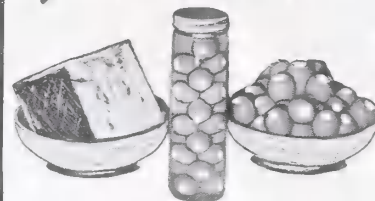


NOW! AN AMAZING NEW MEAT TENDERIZER and HAND CUBER

Serve tender, delicious, juicy steaks all the time by using this handy, lightweight, made-to-last-forever aluminum and stainless steel machine. Length approx. 8 1/2 inches. Its sturdy, easy-to-keep-clean knife-blades actually cut the meat fibres—makes tender all cuts of meat of all grades, even utility beef. These machines usually pay for themselves in a few days. Send \$4.95 check or money order and we deliver postpaid. 10-day money back guarantee.

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You'll Rave About



OUR OWN ORIGINAL ROQUEFORT CHEESE STUFFED OLIVES

(The only Stuffed Olives bearing the seal of approval of the French Roquefort Association)

A combination that is guaranteed to become the star attraction of your hors d'oeuvre tray—Imported Spanish Manzanilla Olives stuffed with Imported French Roquefort Cheese, and packed in pure Imported Spanish Olive Oil for a taste sensation that demands much repetition. 5 ounce jars only.

() \$9.95 per jar () Six for \$4.85
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Delicately Beautiful HAND PAINTED

CHINA FIGURINES by Lucille

Three lovely, alluring color combinations... Blue and Gold, Green and Gold, Old Rose and Gold... Truly, these are Collectors' gems. Each one individually painted by hand... add exotic delight to your collection.

Each Set \$9.95 postpaid.. Sorry, no C.O.D.

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STAND A LAMP

To create charming lamps... Stand or cement your figurines, child's toys, planters, or prized bric-a-brac on a Stand-A-Lamp... Simply add a shade to enjoy stunning combinations distinctly your own.

Beautifully finished solid hardwood base has hidden rubber feet, polished brass stem, safety approved wiring. SPECIFY ANY HEIGHT from 18" to 34" (add 14" to height of tallest figurine to be used).

BASE: 7" round, 6 1/2" square, or 6"x8" rectangle, BEAUTIFUL FINISH: Walnut, mahogany, maple, blond, or dull-black... We match pairs.

an ideal gift \$3.95 ea.

CUSTOM-MADE Stand-A-Lamps with unfinished rectangle base up to 8"x26" at same price (Stem spaced 1 1/4" from rear edge. Allow when specifying size). Heights as above. Royce Co., Mfrs. 1315 W. Florence, Inglewood 1, Calif. (Please add 50¢ for mailing charges)

FAR EASTERN WALLS

C. W. Stockwell Co.

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DECORATORS EVERYWHERE
have acclaimed
FAR EASTERN WALLS
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VIRGINIA HAMILL
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EXCITING and VERSATILE
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STOCKWELL'S
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Wallpapers

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Imaginative
Comfortable!—



Are you looking for smart, versatile styling—on a budget? Then, choose the "Carolyn" chair. It's perfect by the fireside and in your living room or equally at home in the bedroom. Deftly button tufted seat and back, full coil spring seat. Accentuating box pleated valance. Carefully tailored in a modern textured fabric, either red, grey, or chartreuse for only \$24.50 or \$47.95 a pair. In muslin or you may furnish the material—\$21.00 each. (Send 1 vis. of 36" or 2 1/2 vis. of 50".) Height 34"; Width 22"; Depth 18 1/2". Check or money order. No C.O.D.'s. Express charges collect. Satisfaction guaranteed. Also, send 10c for your copy of "A Selection of Chairs".

The Chair Shop
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Silverware repaired and replated like new. Antiques restored. Write for price list or ship to us for estimate. If estimate quoted is unsatisfactory we will return pre-paid. Prices reasonable. All work guaranteed. Backed by our 59 years experience.

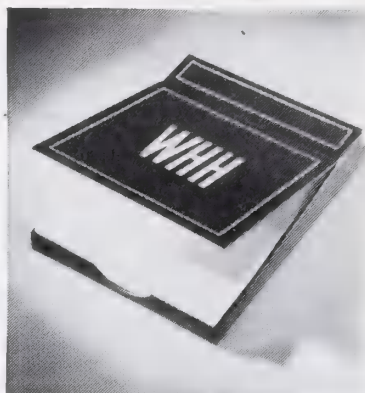
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SIMMONS PLATING WORKS
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Window

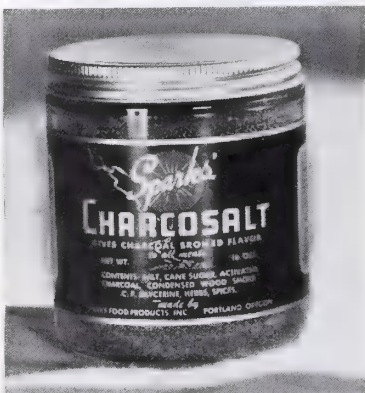


JUMBO MEMRI-MINDER.

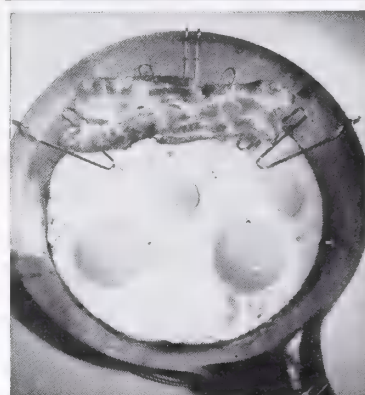
A simulated red morocco hinged box, saddle-stitched in white and lined with a reproduction of 18th century end paper, comes with an overwhelming supply of Eaton's fine quality white paper. The 300 sheets are in the club size, wonderful for letter-writing as well as quick notes, shopping lists, etc. With 3 initials on cover, \$2.50 ppd. Altman's, New York 16.



FIRESIDE SAILORS will have the time of their lives with this new kit that comes with everything they'll need to build an authentic scale model reproduction of the steam barque "Sampson," later renamed "City of New York." She was the work-horse of Admiral Byrd's first Antarctic Expedition. Even a novice can make this! 16" long, \$3.95 ppd. Order it from Marine Model Co., Halesite, New York.



CHARCOSALT came into being when a rare steak man decided he wanted his winter steaks, cooked in the kitchen, to have the same delicious charcoal flavor they had when cooked outdoors the past summer. The happy result is Charcosalt. Sprinkle your meat with it, and let stand 10 seconds before cooking. A 16-oz. jar, enough for 200 servings, is \$2. ppd. National Marketing Co., Box 3612-H, Portland 8, Oregon.



KEEP THE BACON HOT.

If you're a short order cook at breakfast time every morning, you'll welcome the bacon rack. While you fry the eggs sunny side up, the bacon grease drains and the strips stay piping hot. It's made of metal and clips to fit any size frying pan. 35c each, postpaid. From Weathercock House, 660 South Fair Oaks Ave., Pasadena 2, Calif.

CURTAIN-SUB

... uses no rods

Year 'round, Curtain-Subs cheer up every room. These economical curtains are easy to hang because they stretch to fit every window. No Fuss—Quick Laundering.

PLASTIC: Solid colors—Red, Green, Blue, Yellow, Wine Pink, Rose **1.89** ea.

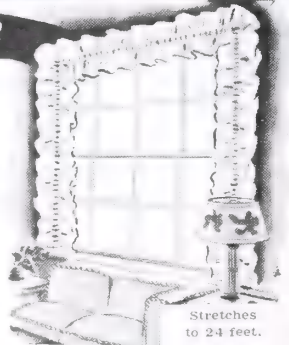
PLASTIC: Polka Dot Red, Green, Blue, Yellow Dots on White Field **2.19** ea.

EVERGLAZE CHINTZ: Red, Mint Green, Blue, Yellow, Wine, Rose **3.89** ea.

PERCALE: Gingham Check Red, Green, Blue **2.89** ea.

WHITE ORGANDY (Permanish) with White, Wine, Green, Yellow, Red, Blue, Rose Centerband **2.89** ea.

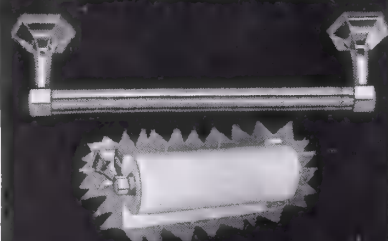
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SPARKLING CHROMIUM!

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Easily attached to any wall surface in less than 5 minutes

Glamorize your kitchen or bathroom with this permanent lifetime chromium fixture. Only \$3.50—we pay postage! Money refunded if you do not agree this is one of the smartest accessories ever made!

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Dept. 360

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Shopping



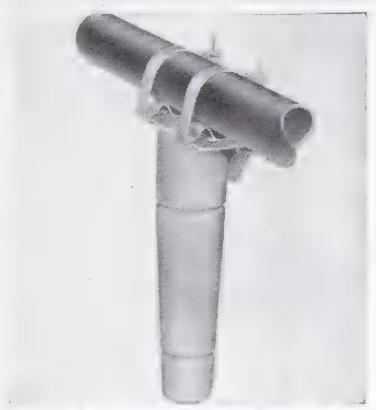
SITTING PRETTY. Children will love this set because of the security that the sturdiness of the table gives them, and because the stool seats don't fence them in. The stools are non-tipping, become handy leg-ups for reaching the bathroom sink or the cookie jar. In maple finish. 3-piece set is \$8.98. Unfinished, \$7.98. 11" stool alone is \$1.98 each. Ppd. Woodcraft Mfg. Co., Linden, N. J.



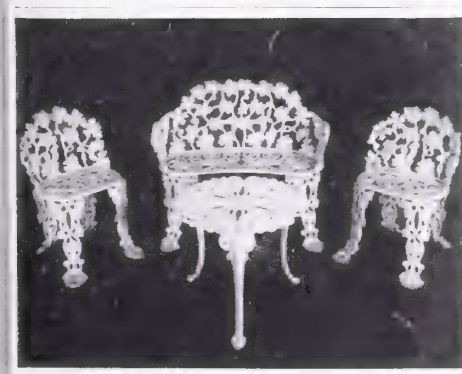
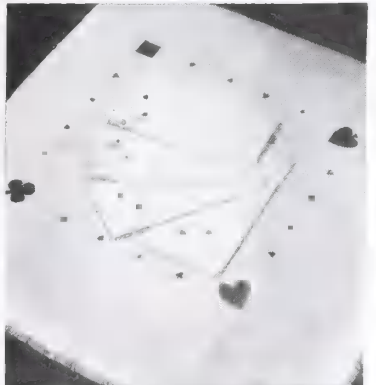
RING BEARER. While you're washing the dinner dishes, or rinsing your nylons, or bathing the baby, what do you do with your rings? If you're wise, you'll deposit them securely on this ingenious little Ring Safe. Shaped like a miniature teapot, it is made of California redwood and comes painted red or blue. Gift wrapped, 60¢ each, ppd. Dee's Redwood Products, 2199 Folsom St., San Francisco 10, Calif.



IT DESERVES A RAISE. That old-fashioned link or cable type bed spring that's cluttering up the attic may now be converted into a modern Hollywood bed or studio couch by using these Handy Clamp Bed Legs. Just attach them to the tubular frame and tighten set screws. Hardwood in natural or walnut finish, set of 4 is \$6.95 ppd. Colson Bros., 6061-C Santa Monica Blvd., Hollywood 38, Calif.



FOLLOW SUIT when you're entertaining the bridge-playing crowd, and serve luncheon or a late hours spread on this hand-painted Irish linen cloth. It comes with four napkins that are fringed like the cloth, and the set would make a grand prize for the Church bridge, your own four-some. Washable, and fast, just \$6.95 ppd. The Paint House, Box B, New Lisbon, Wisconsin.



SPECIAL PRICES on this Cast Iron Furniture
(LIMITED TIME ONLY)

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1 Settee	\$25.00
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1 Table	12.50
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Our Special Price	\$44.50
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Painted in permanent White. Sturdy, graceful in grape and other designs. Also in cast aluminum at same prices.

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MAIL COUPON NOW FOR QUICK DELIVERY

Gentlemen: I want to join Spencer's Silver Club. Please send post-paid _____ place settings of _____ pattern. (Each setting contains 8 pieces itemized above)

I enclose no money, but will pay \$2.00 monthly for each place setting, with no extra charge beyond nationally advertised price.

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Towle's OLD MASTER 25.75

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A Perfect Gift

For Brides—For Birthdays
For Formal or Everyday occasions

Lustrous, Hammered Aluminum Casserole with Pyrex liner, in 1-1½ or 2 quart capacity.

Plus—the 150 recipe book "Casserole Cookery," by Marian and Nino Tracy

1 quart size (no side handles)	\$7.50
3 pint size (with handles) . . .	10.50
2 quart size (with handles) . . .	11.50

Postpaid—No C.O.D.'s

Madison's
427 Bloomfield Ave., Montclair, N. J.

Stunning Style and Practical CONVENIENCE in this Smart COMBINED KNITTING CARRY-ALL AND PURSE

GOOD-LOOKING and very practical—this carry-all for your knitting, crocheting, sewing, etc., has a zipper opening purse built in at the top. Eliminates carrying a separate handbag and you have all ravel essentials at hand.

Available in blue, green, brown and red simulated snakeskin.

\$2.50 ppd. No C.O.D.'s please. N.Y.C. residents add 2% sales tax. Send for circular of other items.

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America's largest retail selection at lowest prices of open stock English Bone China. New dinnerware booklet will be sent on request.

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Exceptionally smart . . . easy to fold
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 and chairs are resistant to alcohol
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 a varied collection in light and
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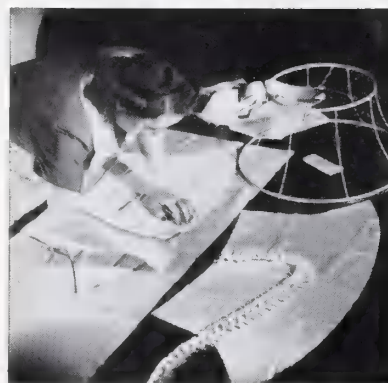
FERGUSON BROS. MFG. CO.
 NEW YORK • CHICAGO

AT LEADING FURNITURE AND DEPARTMENT STORES

It's Worth MENTIONING

by Julie Polshek

Toast to this coordination of bathroom accessories! Classic Mint Leaf motif of Fieldcrest towels carries through to the thick tufted Retrac rug and water-repellent, heavy taffeta Ames curtain. All wash like a dream. Choose turquoise, flamingo, Bing cherry, clover pink, lime, yellow, or gray. 21"x36" rug \$9; curtain \$6 (matching window pair \$6); 2 ea. washcloths, bath and hand towels, \$7.60. Fertig-Fifth Ave., New York 16.



With a Dritz Lampshade Kit a sewing novice can handle a shade-making project with aplomb. You can't miss! There's a pattern (re-usable) to guarantee professional fit, a-b-c instructions for every step of the making, plus the rust-proof frame. You supply only fabric and trimming. Kits for 20" semi-bell, \$1.50; 8½", 10", 15" bell, 90¢, \$1.25, \$1.50; 15" semi-drum or drum, \$1.25, \$1.50; 11" oval, \$1. Kresge's, Newark, N. J.

This Silex steam-or-dry iron is crammed with "exclusives" that make it just about the ablest we've used. Typical is the on-end fill plug that doubles as a steamer. It holds 16 ounces of water (1½ hours of steaming). Sole plate grooves channel the steam end to end. Filled iron weighs a mere 3¾ pounds. It takes tap water, can be filled hot. Pressing bills alone more than pay for its \$15.70 cost. Wanamakers, New York and Philadelphia.



Deep-frying was never like this! The automatic Fryrite makes it as clean, easy, and smokeless as waffle-baking. Use the chromed beauty to make French-fries right at the table. It never fails to fry to perfection potatoes, onions, chicken, fritters, doughnuts, etc. The fat takes on no tell-tale flavors, can remain in covered cast-aluminum well, ready for use. \$25. Marshall Field, Chicago, Ill.



Install this screw-on Pearl-Wick Dor-o-Matic in the bathroom and you'll soon follow suit in the bedroom, nursery, and kitchen. Wherever you use the self-emptying, self-ventilating hamper, you'll bless its convenience and utility. A forward swing drops out the clothes for sorting. Capacious $21\frac{1}{2}$ " x $22\frac{1}{2}$ " x $5\frac{1}{4}$ " basket of strong Duroweve has metal lift cover and frame. White, green, blue, peach, rose, red, \$4. Bloomingdale's, N. Y. C.

Now there's no need to worry about blankets shrinking up to crib-size after they're washed! This new, all-wool blanket named "Fortune" has a "Sizeset" process that prevents all but negligible shrinkage, even after numerous washings. And more than that, this process prevents matting of the nap so that it stays soft and fluffy. Springfield makes it in seven wonderful colors and the price is \$14.95 at McCutcheon's, Fifth Ave. at 49th, N. Y. C.



We wonder how we ever lived without this Chef-ess food saw, for the ease with which it severs rock-solid frozen foods, boned meats, etc. is something to see. As the name implies, the precision implement is engineered especially for women—weight, balance, length, pitch, trouble-free design. Rust-proof spring-steel blade ($13\frac{1}{2}$ ") is riveted to hardwood handle. Red, green, yellow, white. Hammacher Schlemmer, New York.

Good looks and exceptional ice-crushing prowess go hand-in-hand in this sleek wall-type Rival Ice-O-Mat. It's a boon to bar or rumprus room, for it crushes cube or lump ice without dripping—fine when you grind to right, coarse when you turn handle to left. Crusher fingers inside chrome head guide ice into hopper. Large black plastic cup snaps in and out in a flash. \$8, Lewis & Conger, New York.

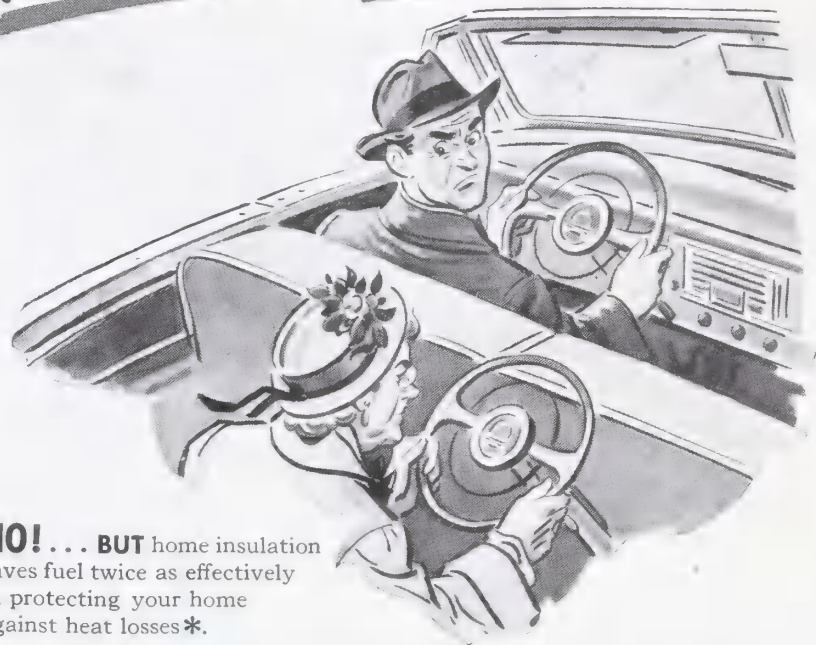


End the devilish calisthenics of tub cleaning. This Atwood cleaner gives you the thoroughness of hand scouring without bending and back-ache. Angled aluminum handle, curve-fitting sponge rubber head, and rocker-like cleaning motion all contribute to its efficiency. It weighs only 7 ounces, hooks on towel bar. Blue, peach, or gray plastic handle. \$2.25. Chas. A. Peters & Co., 339 North Ave., New Rochelle, N. Y.



(Continued on page 110)

TWICE AS EFFECTIVE?



NO!... BUT home insulation saves fuel twice as effectively in protecting your home against heat losses*.

One million homeowners, who sent for the "Comfort" book, have learned that your best step to save fuel is JOHNS-MANVILLE "BLOWN" ROCK WOOL HOME INSULATION

"Comfort That Pays for Itself" is the title of a fascinating 24-page book that is vitally important to homeowners in these days of high living costs.

This book, published by Johns-Manville, describes how J-M "Blown" Rock Wool Home Insulation prevents hollow walls and plaster-thin ceilings from robbing the homeowner of precious fuel and comfort.

It explains why nothing you can do to your home will give you as much comfort for so little... tells how home insulation not only pays for itself, but continues to pay yearly dividends from fuel savings as long as the house stands—up to 30% fuel savings year after year.

Learn how this fireproof material also gives you added fire protection, a warmer home in winter—up to 15° cooler in summer. In short, you can find out in this free book why home insulation is one of the *most important investments you can make right now.*

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*Government figures, published in U. S. Bureau of Mines pamphlet, show that full-thick wall-and-ceiling insulation saves fuel *twice as effectively* as other treatments used in protecting the average house against heat losses.



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Johns-Manville
"BLOWN" HOME INSULATION



PHOTOGRAPH BY HAMILTON WRIGHT

Shepherd's Hotel in Cairo, romantic scene of fictional intrigue, adapted its new Marble Terrace from an old Islamic design motif. Guests collecting ideas for their home grounds note the modernness of its shape, tile patterns, and pool border for future reference.

How to leave home and like it

by Louisa M. Comstock

Dates and rates are changeable. Prospective tourists should confirm this information with their travel agents, transportation companies, or hotels

San Juan, Puerto Rico, with a brand-new hotel, a good as brand-new ship doing business, and stepped up air schedules, very much wants you this winter. San Juan already has some of the better hotels in the Caribbean, including the almost-new Jagueyes just 18 miles out, the Normandie on Escambron Point where the Escambron Beach Club also has guest houses, and the Condado Beach, whose new wing is scheduled for completion this month. The all-new, just-opened Caribe Hilton is a worthy addition. It is completely air-conditioned, has its own beach, a casino, swimming pool, and exotic tropical gardens all around—from \$9 single, European Plan.

Pan American's popular new Constellation Flight 216 leaves Puerto Rico at 11:30 A. M., reaches New York at 4:51 P. M.; leaves New York at 11:30 P. M., reaches San Juan at 6:57 A. M. And this winter, the "S. S. Puerto Rico" is making it every other Thursday from New York, three and a half days each way. The "Puerto Rico" is still the old "Borinquen," but you'd never know it. The Bull Lines have lavished close to a million dollars on her, making every stateroom an outside room, equipping most with private baths, and sparing nothing to make her public rooms a gay, elegant, and appropriate introduction to the gay and elegant island whose name she bears.

Golf at Gezira

Americans lucky enough to be in Egypt this winter can get acquainted with one of the world's unique clubs—the Gezira Sporting Club which occupies a 150-acre island in the Nile near Cairo. It has an 18-hole golf course, championship tennis courts, eight squash courts, two of them lighted for night playing, two polo fields, which during 1950 will entertain visiting teams from France, the Argentine, and Italy, a full-size race track where meets are held alternate week ends from November to April, facilities for cricket, bowls, croquet, a children's playroom, rose gardens, and a swimming pool! Guest cards are available for visitors for periods up to three months, at \$6 for one week, \$18 for one month, \$24 for two months, \$28 for three, and less for ladies inclined just to sit while their menfolk make with the muscles. You can get them through Joe Renson, Director, Egyptian Hotels, Ltd., Shepherd's Hotel, Cairo, Egypt.

(Continued on page 89)



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Lavender Mist
Sunshine Yellow
Twilight Turquoise
Sunset Rose
Morning Green
Dreamy Peach
Heaven Blue
Dawn Pink

Vat-dyed in eight soft, flattering shades

**Quality-Tested for washability,
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**TOWELS • BLANKETS • BEDSPREADS • LACE TABLECLOTHS
THERMOSTATIC BLANKETS • CURTAINS • HOSIERY • RAYONS**

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HARMONY
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Hassocks
too!



Colorful, comfortable, easy-to-clean Duran sets the pattern for today's smart home-

maker on these beautiful hassocks. On all types of furniture... lounge chairs, sofas and dinettes, you'll find Duran all-plastic the loveliest, most comfortable... easy-to-clean upholstery covering you've ever seen!

Ask for Duran all-plastic upholstery covering. When you're shopping for furniture, look for the Duran tag!



only genuine Duran
bears this tag.



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3280-90 Amber Street, Philadelphia 34, Pa.



■ Really not flowers at all, these are the leaves of pitcher plant, but they are dramatic enough in styling to make your guests wonder where you ever found them. The leaves and the flowers (photograph below) grow in a bog in North Carolina, now are sold by most florists.

Looking for unusual flowers?

PHOTOGRAPHS BY BILL JACKSON



■ Curious flowers of the pitcher plant are offered as "Green Regents" by florists and department store flower shops. They offer wonderful possibilities for handsome dinner arrangements, such as this one made by Frances T. Heard, who also designed the leaf arrangement.

Save 30% on Wood-Paneled Walls...

with the New Craftsman Grade Weldwood



DESIGN BY SEARS

Don't wait any longer. Now you can get that wood-paneled room you've been dreaming of . . . at a material cost almost $\frac{1}{3}$ lower than previously possible!

How? With the new Craftsman Grade of Weldwood Hardwood Plywood. This new, money-saving Weldwood product is a special grade of hardwood plywood that's made in straight-line production in our brand new mill at Orangeburg, S. C. Modern equipment and production methods bring you this *quality* Weldwood Hardwood Plywood at a really exciting reduction in price.

Craftsman Grade Weldwood is currently available in four fine cabinet woods . . . Korina, walnut, oak and birch. These big, beautiful panels are easy to work, fast to install . . . so easy and fast that many homeowners plan on doing the job themselves.

And once Weldwood is installed, forget worry over periodic redecorating expense. Weldwood walls retain their soft, glowing beauty with a minimum of maintenance.

You can sit back and relax, too. You've made a good investment. Interior grade

Weldwood Plywood is guaranteed for the life of any building in which it is installed.

So get the luxurious wood-paneled room you want. Get it at a big saving with Craftsman Grade Weldwood Hardwood Plywood. And, to help plan, send the coupon and 10¢ for our booklet, "Beautiful Wood for Beautiful Homes." It's full of ideas on how to use Weldwood Plywood in building or remodeling.

* *

Weldwood Plywood is also made in the superb ALGOMA Grade for the finest architectural or cabinet installation.

Weldwood Plywood is a product of United States Plywood Corporation. Branches in principal cities including Toronto, Canada.

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Enclosed please find 10¢ for copy of booklet, "Beautiful Wood for Beautiful Homes," showing many ideas in full color for beautiful low-cost paneled rooms.

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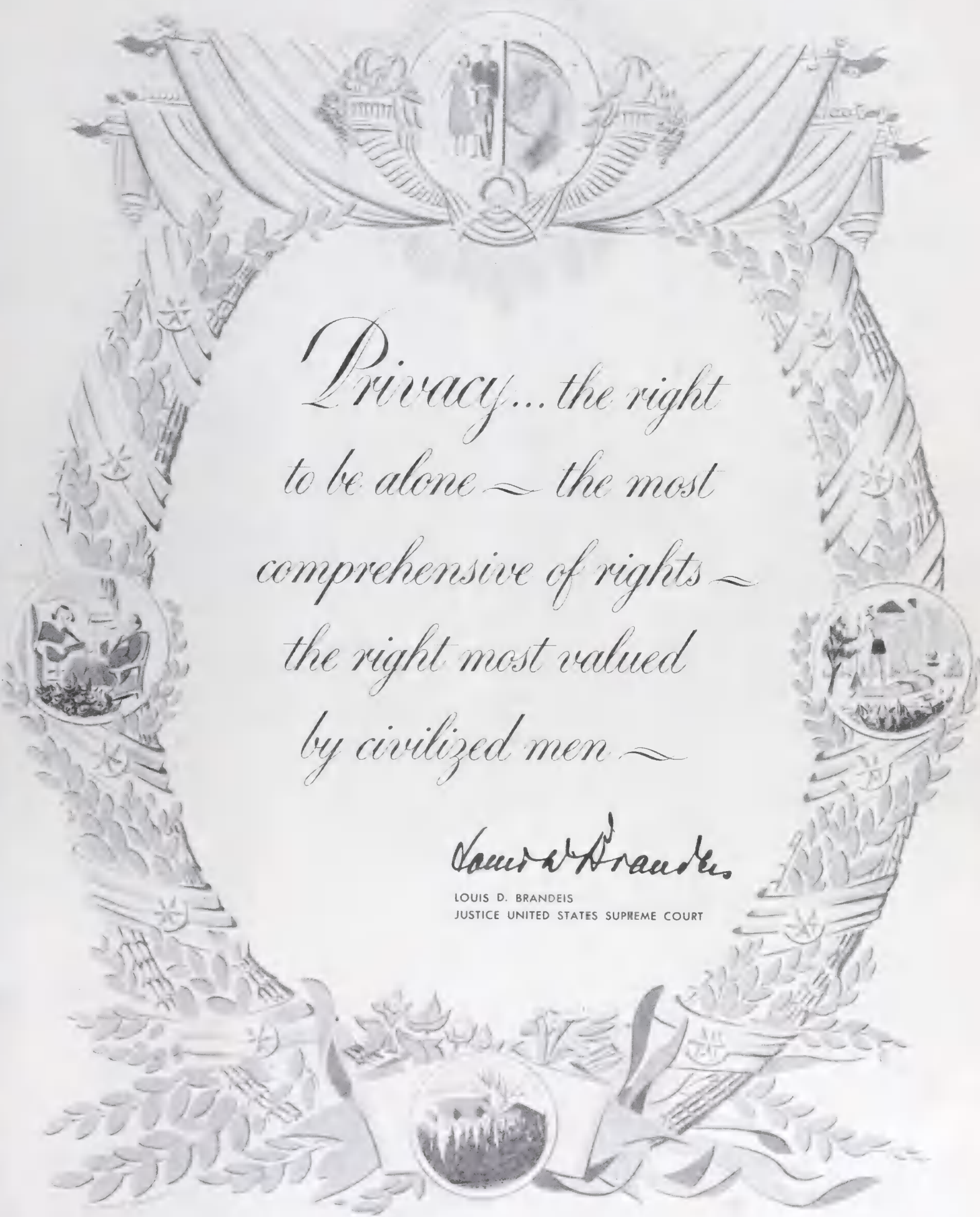
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*Privacy... the right
to be alone — the most
comprehensive of rights —
the right most valued
by civilized men —*

Louis D. Brandeis

LOUIS D. BRANDEIS
JUSTICE UNITED STATES SUPREME COURT



by Dr. Joseph E. Howland

House Beautiful's Garden Editor

Good living is NOT public living

We Americans give much lip service to the idea of privacy. We consider it one of the cherished American rights, one of the privileges we fought a war to preserve. Freedom to live our own lives, the way we want to live them without being spied on or snooped around, is as American as pancakes and molasses. Yet, few Americans avail themselves fully of this right.

People who must live in apartment houses or row houses automatically must accept less privacy by their choice of abode. In such close quarters the sights and sounds and smells of neighbors cannot be screened out. It's the price people in such dwellings must pay in return for not having to cope with other problems. For them we have nothing but sympathy—and no suggestions except to seal their windows and buy air-conditioning units.

People who live in single-family, detached houses are sacrificing one of the advantages inherent in that type of dwelling if they do not achieve, at least, visual privacy from their neighbors and from the street. The very *raison d'être* of the separate house is to get away from the living habits and cooking smells and inquisitive eyes of other people. The nuisance of snow shoveling and of being your own janitor can be more than offset if you achieve the advantages of privacy. But if your neighbors can observe what you are serving on your terrace, your home is not really your castle. If you can't walk out in negligee, to pick a flower before breakfast without being seen from the street or by the neighbors, you have not fully developed the possibilities of good living. On the next 32 pages you will see how other people have gained privacy in ways you may want to use.

*Better your home
Better your living*
garden

PHOTOGRAPHS BY GOTTSCHO-SCHLEISNER

Your whole property—garden as well as house—should permit you to relax comfortably without being constantly on view and dress parade. You cannot completely relax if the world looks over your shoulder. Securing this kind of freedom is usually very simple, sometimes as simple as putting up a good-looking fence like this.

Garden designed by James Rose

Landscape Architect





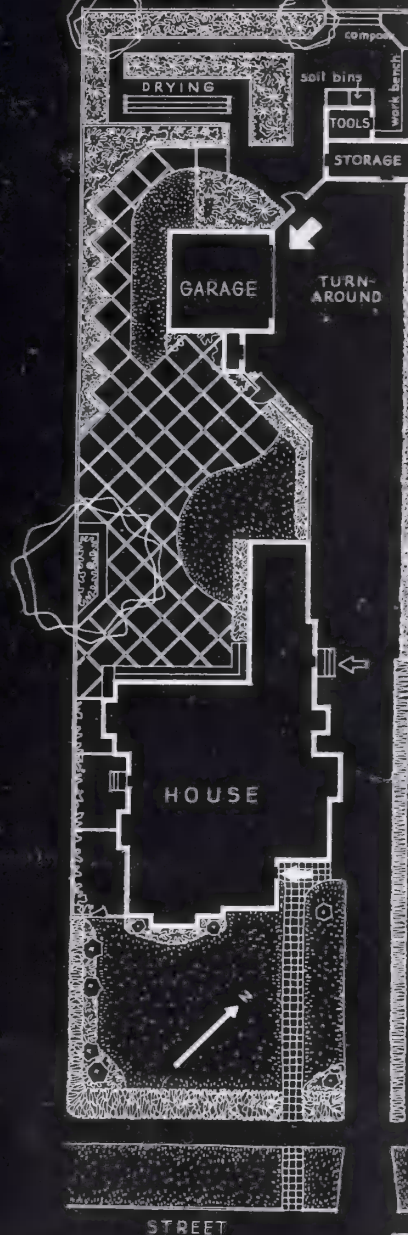
PHOTOGRAPHS BY MAYNARD PARKER

Do the neighbors know your business?

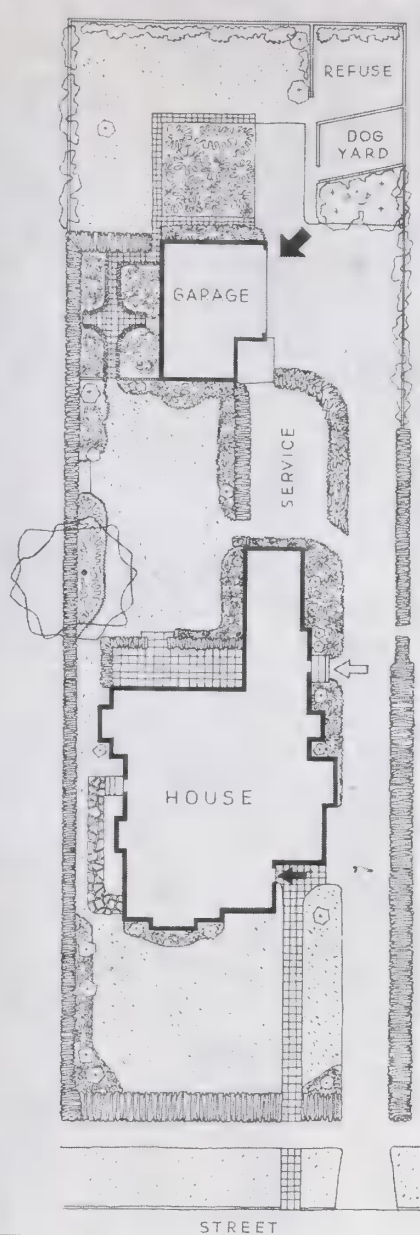
You may love your neighbors, but you deserve a chance to live your life without constant observation. Here's how you can remodel a back yard and get privacy on a narrow city lot

Compare the big increase in usable living space gained by this family when they remodeled their 65' x 125' back yard—despite the fact the garage had to stay in its space-wasting place ($\frac{1}{4}$ of lot is driveway).

You can do as much for your own yard. The elements are simple: board fence, brick wall, seat wall to accommodate many guests, paving for dry feet as well as interesting year-round ground pattern, vertical surfaces against which to feature plants. You may need a designer to sketch out the best solution for you, but building fences and walls or laying paving isn't beyond a determined handyman's ability or equipment. Study your own lot and gain virtually another living room.



AFTER



BEFORE

Brick wall now screens service area from living, something the ground-wasting twin hedges didn't do before. Gate width allows cart to enter.



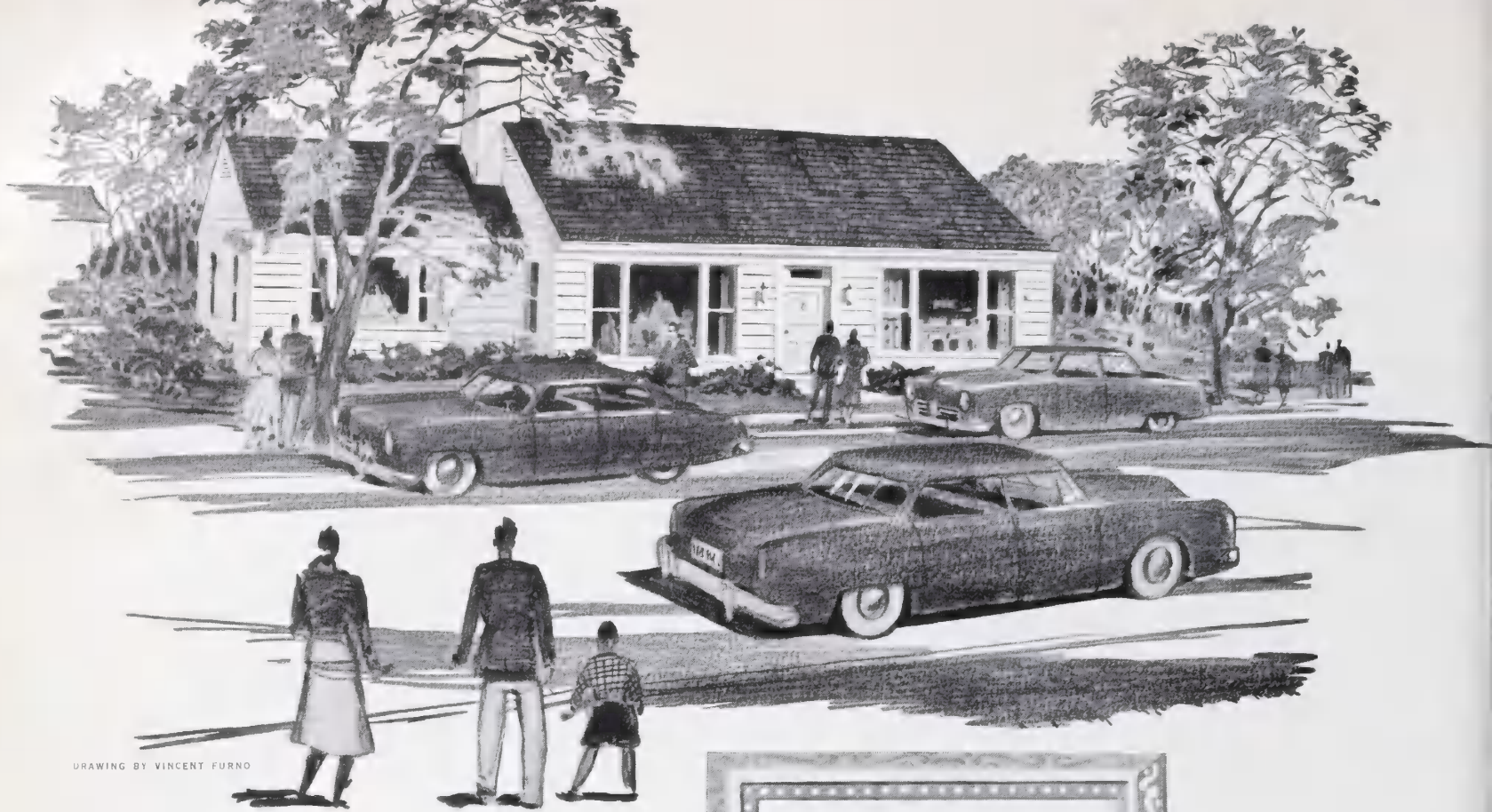
Garden designed by Thomas Church

Landscape Architect

Have you a narrow border that could be used as effectively to grow your favorite cut flowers? Warmth from paving and wind protection supplied by fence foster fast growth and prolific blooming.

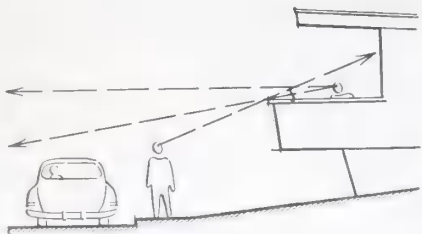


Hedge supplies the moving line needed to pull the eye past bulky garage which stands in the middle of things. These are original hedge plants (plan above), but now they are working part of garden design.



Is there a Picture in your Picture Window?

Misuse of a very good idea is turning American houses into fish bowls and unwittingly robbing people of privacy. Let's use picture windows sensibly

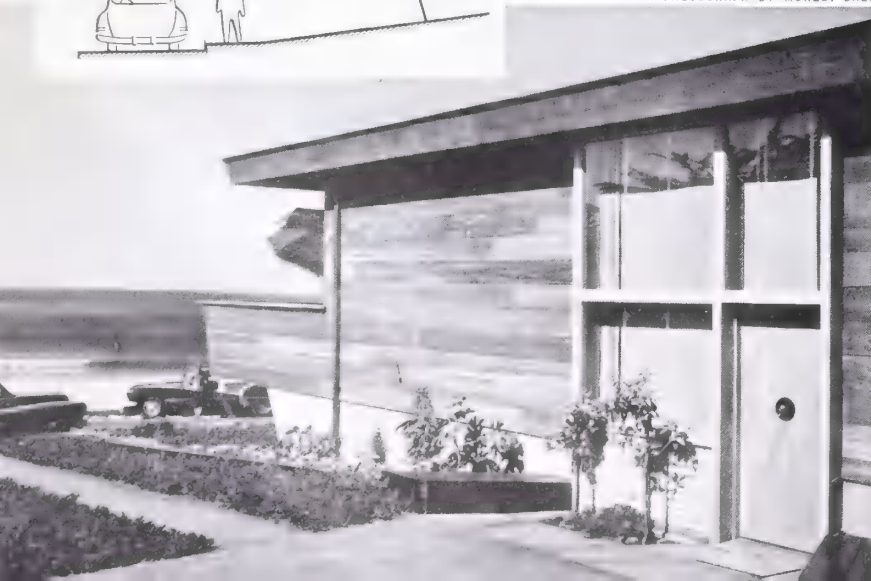


This story might be called "How to Screen Out the Street." The Kip Silveys had a lot facing the Pacific Ocean, but a much-traveled

street ran between them and the beach. Only clever designing by their architect, Jon Konigshofer, solved their dilemma.

PHOTOGRAPH BY MORLEY BAER

THOMAS CHURCH, CONSULTING LANDSCAPE ARCHITECT



Americans have a terrifying predilection for fads. If Mrs. Jones has a feather on her hat, then all the other ladies want feathers on their hats. Shortly, everybody is sick to death of feathers.

The picture window is becoming a fad, HOUSE BEAUTIFUL notes with alarm. An idea that is basically sound is being used without reason and with frightening abandon in old and new houses—just as ladies scramble to put feathers on their hats. Before a good idea is ruined, HOUSE BEAUTIFUL must lift its voice in protest, plead that you remember what a picture window is supposed to do for a house and its occupants.

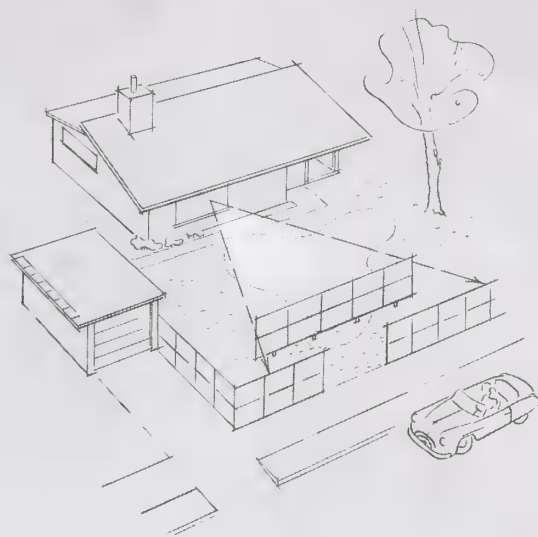
A picture window should not be a “show window” in which to display furniture. It is *not* a style trick like a shutter or a cornice. It is a device to let in light and sun and a view. It should *not* turn a house into a gold fish bowl. This means that if a picture window is called for on the street side of a house (by reason of needing light and sun), some screening should be installed at some point in the front yard to block the view from the street.

Curtains and Venetian blinds don't solve the picture window problem either. For if a big window is installed to gain light, you reduce your net gain if you cover the glass with light-blocking material.

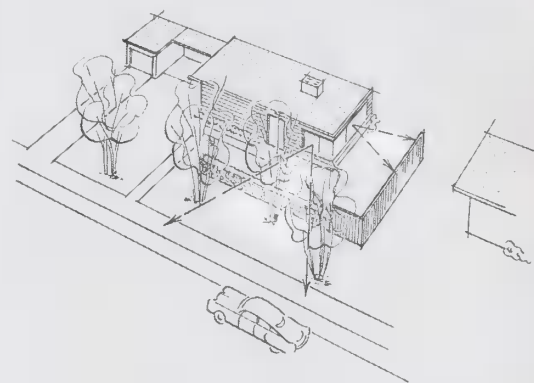
Above all, a picture window is supposed to bring in a view. In no man's language is the street considered a view. So-o-o-o, if you do need more light on the street side of the house, don't give up your privacy to get it. When a big window goes in, some kind of eye-stopper should go in at the same time.

By extending the living room floor into a deck and by putting a solid railing at its outer edge, the Silveys see ocean but not cars. Glass wall cost them no privacy.

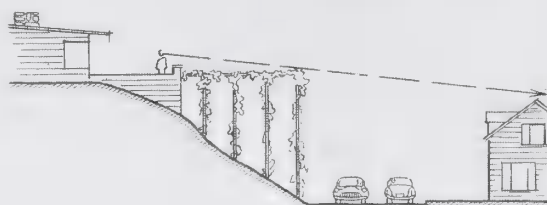
TWO PHOTOGRAPHS BY MAYNARD PARKER



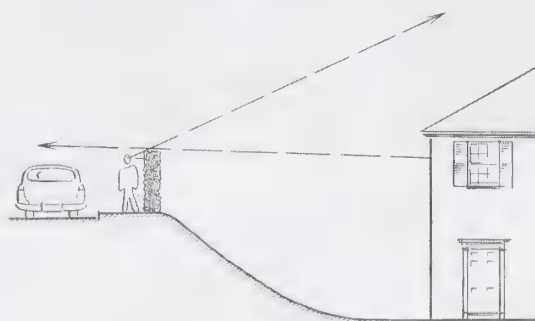
Your picture here is of espalier plants on baffle fence. Complete privacy, yet no gate.



Plants partially obscure view of street in new subdivision where tall fence is taboo.



You see “lawn” beyond your terrace — evergreen vine on wire trellis supported by poles.



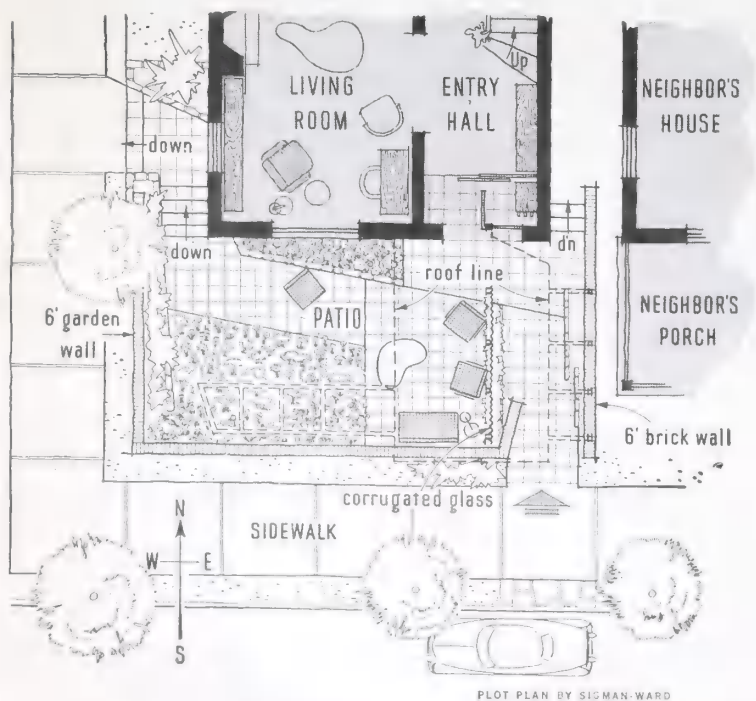
DRAWINGS BY SIGMAN WARD

Hedge at top of the slope shuts off view of street from even your second-floor windows.



Which twin has the privacy?

by James Marston Fitch



PLOT PLAN BY SIGMAN-WARD

Almost any city you can think of has whole neighborhoods of houses like these two. They're often structurally sound, well-located and cheap to buy. The big trouble is that they're crowded so close to each other and to the street that they offer you the privacy of a gold fish bowl. Yet see what a little imagination can do in selecting and remodeling such a house. The G. A. Gerbers bought this corner house in a Pennsylvania town. Then the architect performed some very skillful surgery. He stripped off the old front porch, threw a brick wall around the front corner of the lot, and brought in soil to raise the garden level up to that of the main floor.

You can see the result on the facing page. Instead of looking at cars, pedestrians, and other peoples' front porches, the Gerbers now look out on their own walled garden. And nobody looks in at them. This new garden gives them a pleasant outdoor sitting area for much of the year. It's tile paved for dry footing, partially roofed for shade and shower-protection. For an idea of what the garden has done to the *inside* of the house, see page 38.

A. William Hajjar

Architect

Privacy and pleasant outlook for a house that had neither—and it's all done in the 13 ft. between house and sidewalk. Big new living-room window now frames a year-round view of evergreens against fieldstone and brick. Tile paving is colorful, dry underfoot all year.

This covered loggia, screened from entrance walk by corrugated glass, replaces a narrow, goldfish-bowl of a front porch. Instead of looking at passersby, the owners now look at their own walled garden. Facing southeast, it escapes the hot sun of summer afternoons.



PHOTOGRAPHS BY LIONEL FREEDMAN: PICTOR





Which twin has the privacy?

(continued)



An all-weather entrance now leads from the sidewalk to the front door. Note how, as you enter it, the opaque glass screen on the left maintains privacy for the garden beyond. The brick garden wall runs around corner at left to complete the enclosure. Because of the sloping site, an earth fill was necessary to get level garden.



You can see what a pleasant relationship now exists between new garden and remodeled stair hall. The corrugated glass screen blocks view (but not light) from entrance walk into the garden proper. Note tile-floored lobby.

COLOR PHOTOGRAPH BY LIONEL FREEDMAN PICTOR

Here you can see how the new garden has transformed the *inside* of the Gerber home. The new, floor-to-ceiling window gives the living room outlook and morning sun, while the garden gives it a sense of space and privacy. Yet the "view" is only 13 ft. deep.



Sunday morning coffee or tall sundown drinks will be equally satisfactory if you have a garden like this. Tile paving prevents wet or muddy shoes. Partial roofing gives you a choice of sun or shade. Planting beds full of evergreens cut down maintenance and replacement. For color, the Gerbers use spring bulbs and, later, potted plants.

BEFORE

PHOTOGRAPH BY SCHNELLENBACKER



How to make the neighbors disappear



YOUR yard really can't be called living space until you have provided for needed privacy. Even if your lot is narrow, and your neighbors' houses tall and close to your lot lines, privacy *can* be created. The four gardens shown here prove it.

What must you do to have privacy in an established neighborhood?

There are three kinds of solutions—all with many variables. If you have enough space, use trees and shrubs as your screening device. But don't plant in rows—stagger them in informal groupings. The taller your trees need to be, the more underplantings of shrubs you will need to fill in the thin places around the trunks. This requires depth. A good, thick tree-and-shrub screen uses up about 15 to 25 feet. (See case history at left.)

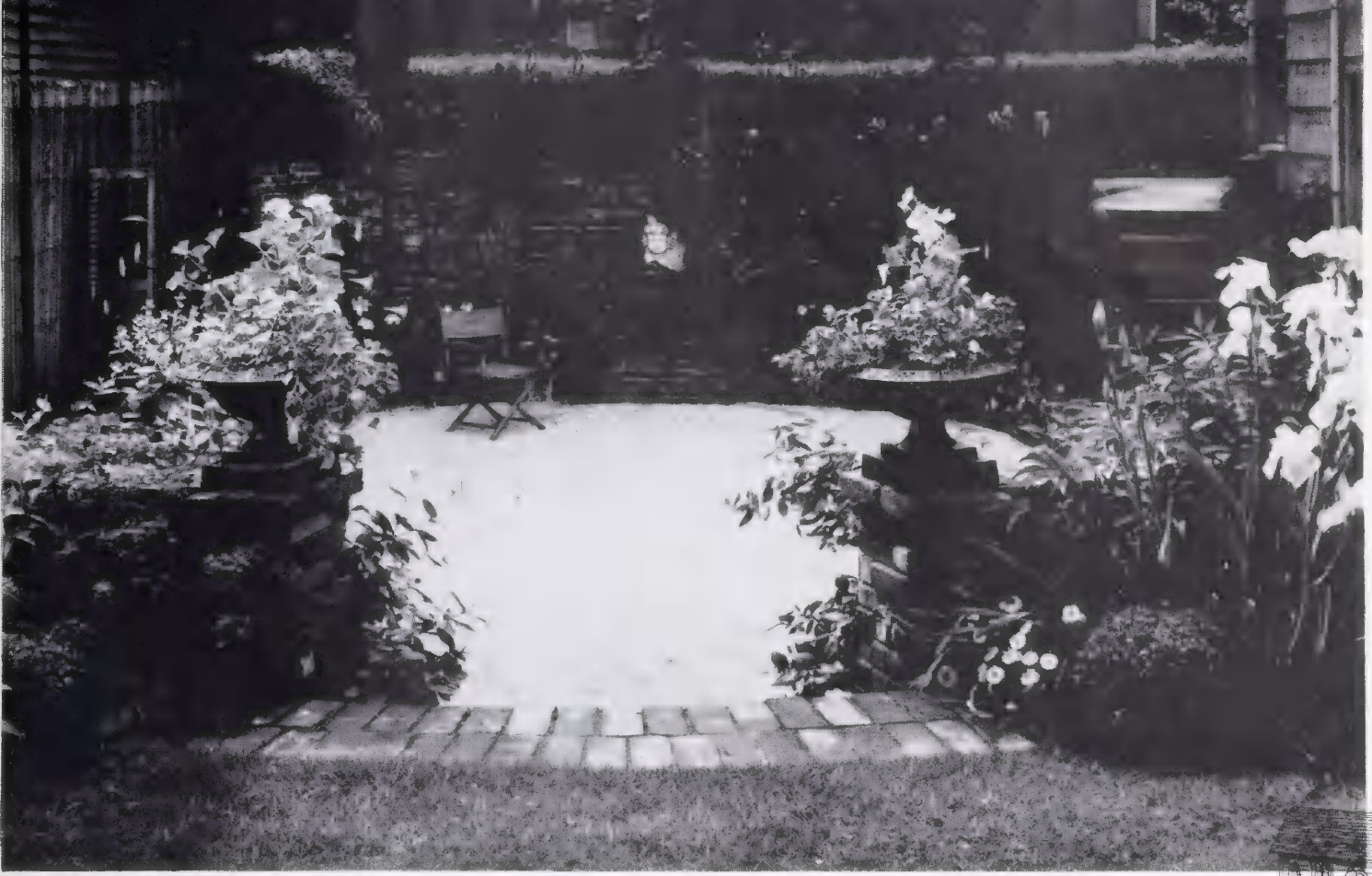
If you haven't this much space, use hedges, walls, or fences on or near the property line. Such architectural solutions are generally handsomer if you put informal planting in front. (And, don't forget how your fence looks from your neighbor's side! Ask him how he'd like the fence to look on his side. See "Good Fences Make Good Neighbors," pages 52-55.)

Third privacy solution works only if you have a change of grade between you and the thing you are screening out. But if you have it, you're in luck, for it can be manipulated in wonderful ways. (See solution upper right, opposite page. Other ideas on page 52.)

When a new house

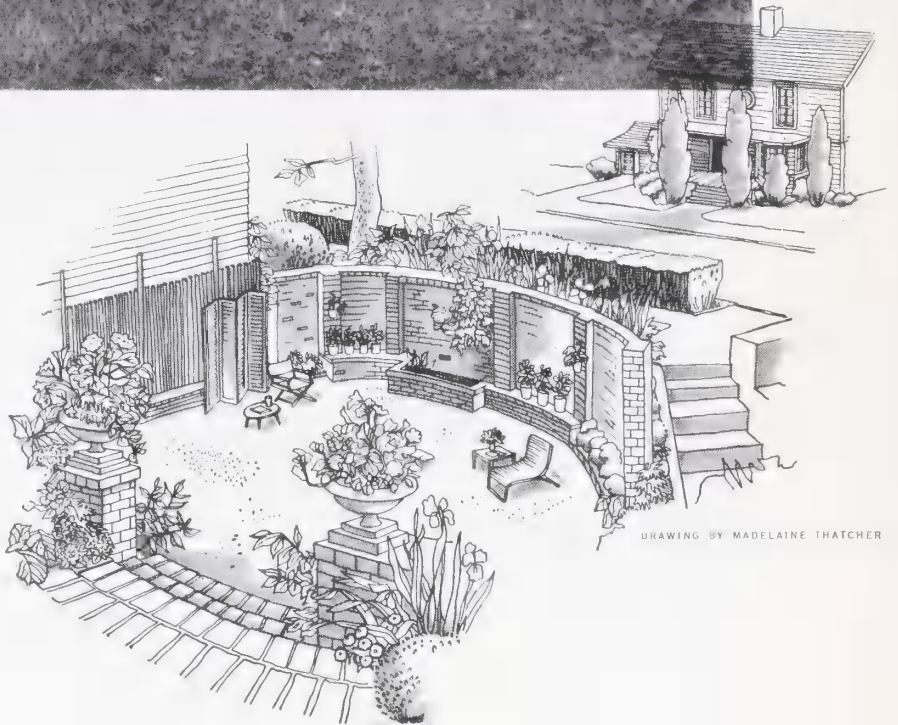
stares you in the face

One family screened off a new house which rose just 20 feet from their side line, with trees and shrubs. Since neither sun nor summer breeze was involved in solving this particular problem, big pines were moved in and planted as a year-round eye-stopper. Pines were tall enough for the job because new house was downhill. They were underplanted at bases with broadleaf evergreens to thicken screening.



PHOTOGRAPH BY DEARBORN-MASSAR

When you dig down for privacy, as the Roy Davidsons did, you get a sunken garden plus privacy. Problem was to shield the garden from the street. Nearby house shades the garden, so white paving was practical. Openings for steps at either end of garden were placed to catch and funnel summer breeze.



DRAWING BY MADELAINE THATCHER

Privacy from second-story windows

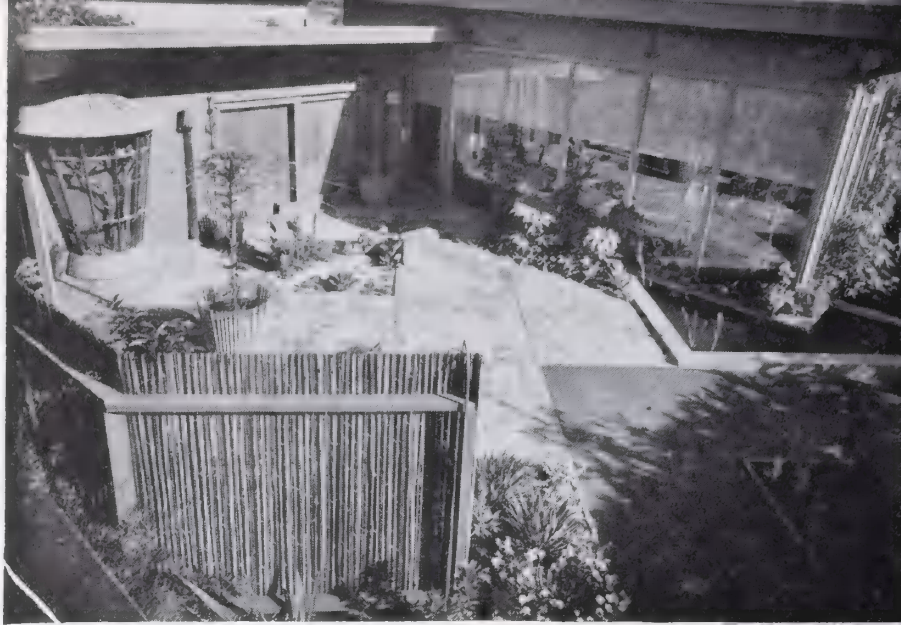
DOUGLAS BAYLIS, LANDSCAPE ARCHITECT

The Lewis Mansfields converted a narrow city back yard into living room (left) by planting poplars for privacy. These soon will blot out neighbor's second floor windows. Original concrete "terrace" was broken up and relaid in flagstone pattern as a curving walk to get ground pattern that makes yard seem more spacious.

You can't build a fence high enough to screen yourself from two-story houses. So combine trees and walls—trees for high privacy, walls for close-to-the ground privacy.

PHOTOGRAPHS BY MAYNARD PARKER





Bird's-eye view—only a bird *can* view it!—of this L-shape house and its elegantly secluded living garden. Glass-walled living room and bedroom open into it. On its third side, an angled, free-standing bamboo fence screens it from guest house.

by Marion Gough

Could you use an *EXTRA* Living Room?

A 3-room house on a 60-foot lot must use every square inch of land and building. This gracious, stylish little house has all the amenities of a big estate because its plan provides both indoor and outdoor privacy—starting at the plot line



This private world of Mrs. Elyse S. Hopkins, in Carmel, Calif., should quiet all who argue that you can't have real seclusion unless you can get lost in your own acreage. It sits on a lot 60'x100', on a busy street. Yet it includes, besides a 3-room house, a guest house, a garage and, most notably, an intimate central garden—27'x34' of extra living room.

Its privacy-making, space-conserving secret is that building starts right at the street line. There is no unusable, show-off front lawn. Garage and a high, handsome fence abruptly shut out the public. The little guest house is another bulwark, leaving most of the lot entirely sequestered for the main house and garden. The L-shape house runs across the back and one side of the lot, its angle creating the enviable, useful garden room you see on these four pages.

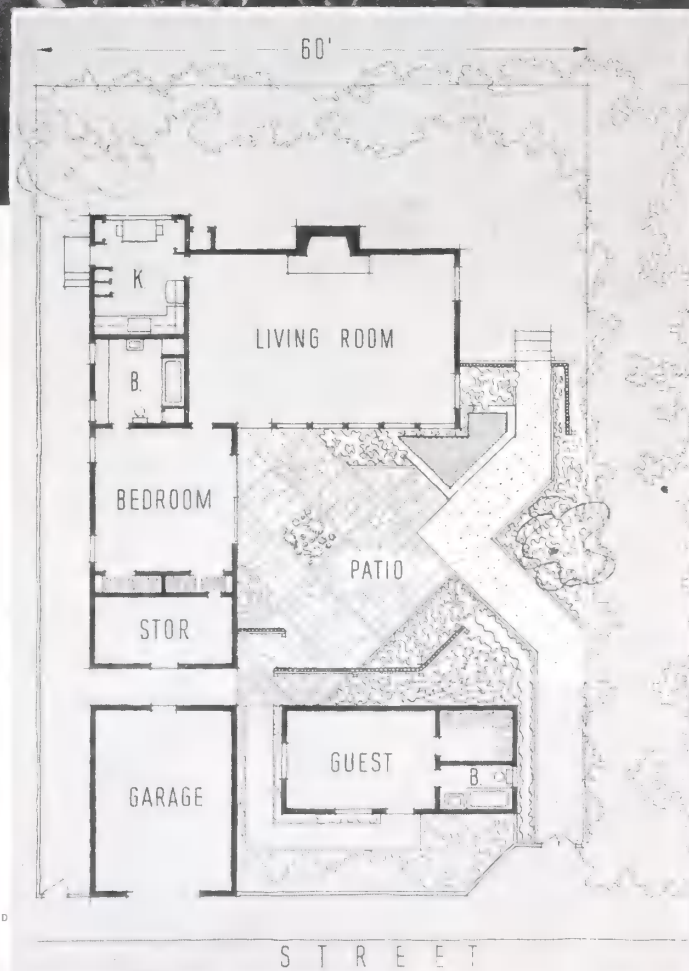


PHOTOGRAPHS BY MAYNARD PARKER

Below, even from a high point across the street, no one can see beyond the plot-line fence and guest house into living garden.



PLOT PLAN BY SIGMAN-WARD



Could you use an *EXTRA* Living Room? (continued)



Both living room (above) and bedroom are walled in glass so that the outdoor living area seems to come into the house. Paving is brick and redwood strips, inset with easily maintained beds of succulents. A shallow, cement-coped pool juts into the terrace from the house wall.

Jon Konigshofer
Architect

Thomas Church
Landscape Architect



If you are building on a small plot, there's no reason why you, too, can't shut out the world and enjoy such privacy riches as Mrs. Hopkins's 60' x 100' "estate" gives her.

But you can't build such inherent privacy into your home if you insist upon a traditional four-square house plan with a front lawn exposed to the street and a back yard open to the neighbors. Don't demand that your main living rooms and your entry door *must* face the front of your lot. If you do, you may be frittering away valuable land for mere show, publicizing instead of secluding the only land available for outdoor living.

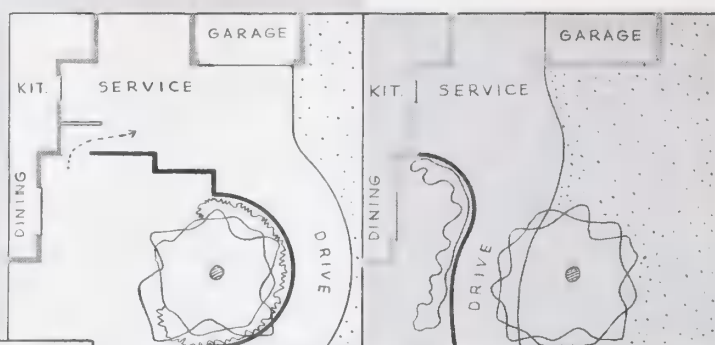
Privacy presupposes enclosure. So investigate the less familiar, irregularly shaped plans: L-, T-, and U-shape, for instance. For their angles or curves naturally create enclosed pockets of potential outdoor living space. They also allow you to climate-control your site more flexibly so as to manipulate the effects of sun and prevailing winds. (See a U-shape house on the following page.)

Start enclosing your land as close to the street line as the law allows. The plan on the preceding page shows you how all four boundary lines have been utilized so that there is no wasted, purely "background" space in front of or behind the house. Fence, garage, and L-shape house bound the plot on three sides; thick, high plantings outline the fourth. The entire heart of the lot is thus freed to make the inviolately private outdoor room you see here.

PHOTOGRAPHS BY MAYNARD PARKER

Simply constructed bamboo screens shield guest house from terrace and confer an oriental quality on the garden. Short screen at right, set forward, forms an alley to garage. Bamboo for all this cost a mere \$261. See this tough-weathering stuff covering plant tubs and light shades. Note umbrella-shape vine trellis.

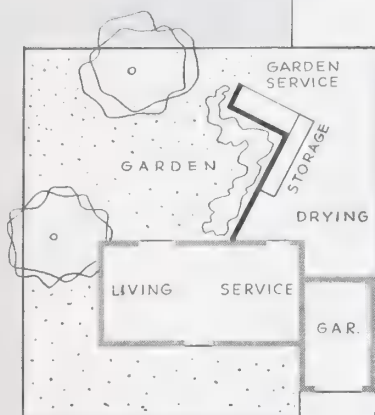




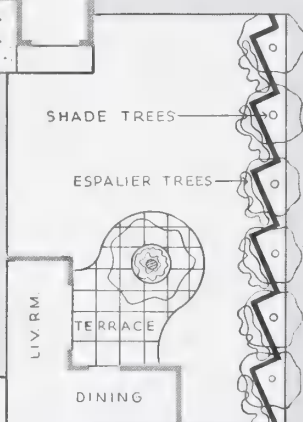
Fences designed by Thomas Church

Landscape Architect

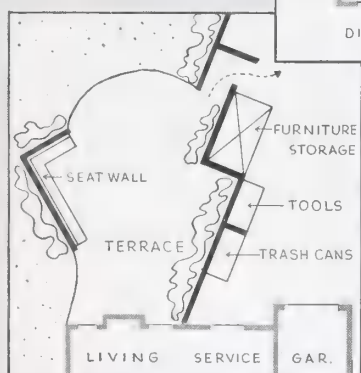
Enclosed terrace was too small to get the air circulation needed for summer comfort.



Fence in figure 7 shape makes living room appear larger than it really is.

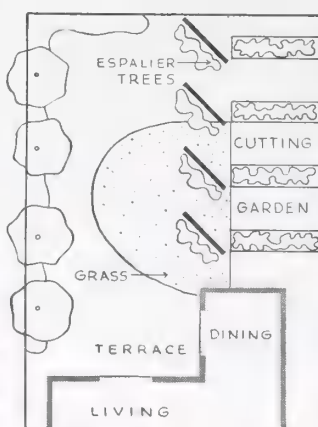


You give up some space but your yard seems bigger when you angle fence toward terrace.



Baffle fences often can double as storage walls for garden tools and furniture.

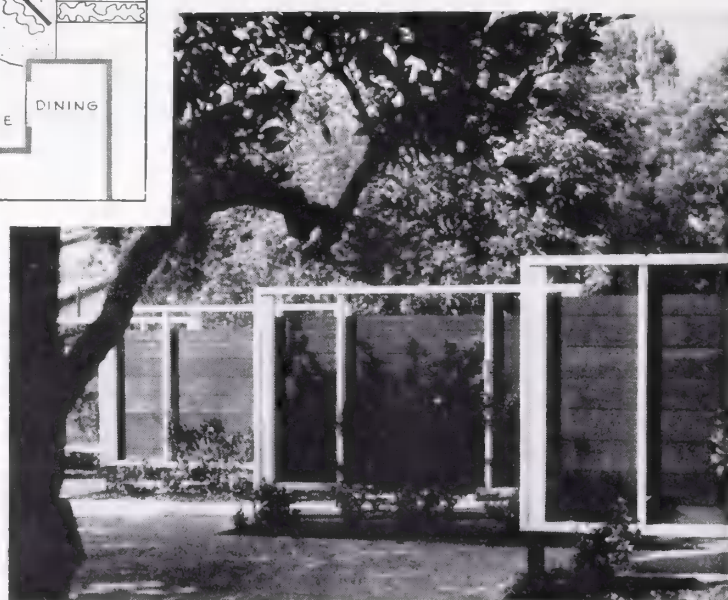
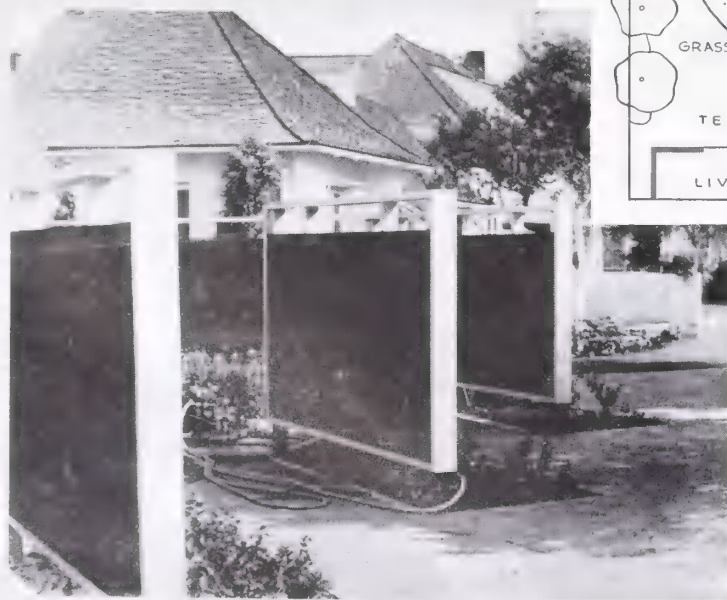
Owner wanted easy access to a big cutting garden of flowers, but wanted to shut off its winter bareness.



Path between baffles is purposely wide to get free circulation of air needed for best plant growth.

Some of the best fences are not straight

Often fences that angle, zigzag, or curve can make your lot seem much bigger. Your natural impulse is to build fences straight out from the house parallel with property lines. But don't do it! The human eye always sees a right angle as much less space. Such a fence makes you feel crowded. Angle it away from you. Result: illusion of more space with same actual area. Thus it can actually pay off to give up some space to have a zigzag fence, for you gain in apparent size. Don't overlook baffle fences that offer storage, even off-street parking. (See opposite.)





PHOTOGRAPHS BY MAYNARD PARKER



Here's how a tiny front yard got privacy from the street plus off-street parking. Baffles overlap (left), to give complete privacy without annoyance of gates to open. Yard side of fence offers ideal place to feature plants, especially flowers grown in pots elsewhere. Street side uses bedding plants.



Why throw away $\frac{1}{3}$ of your lot?

by Elizabeth Gordon, Editor

ALL PHOTOGRAPHS BY MAYNARD PARKER

By extending the roof of their garage to make a covered gate, and by using a raised plant bed along the wall which they replanted for different seasons, the Jack Greenes have created a livable front yard with complete privacy.

Whether you have the luxury of privacy is very closely tied up with how you use your land. Properly used, land can be a buffer between you and the neighbors and the street traffic. It can be an insulator that deadens sound. It can be made to stop gaping eyes and to keep undesirables at arm's length.

That is why the wealthy have estates. They use acreage as a wall to shut out the world. The more land you have, the easier it is to create privacy. The less land, the more you need privacy.

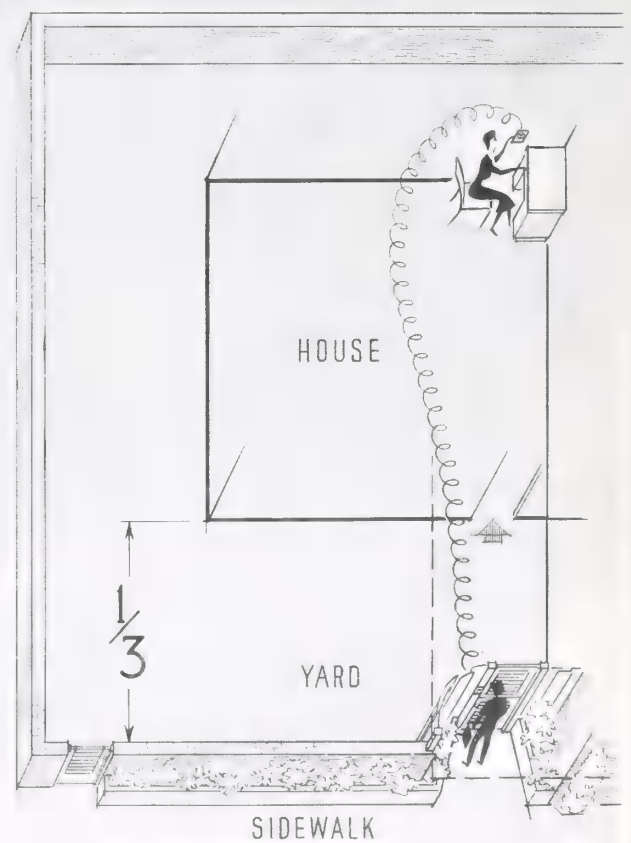
But most of us cannot afford acreage. Developed land is a costly commodity. The kind on which we Americans build houses costs from 15 to 75 cents a square foot. The majority of us cannot achieve our privacy by surrounding ourselves with empty acreage. Yet there are free ways for us to enjoy the pleasures of living our own lives on a small piece of land.

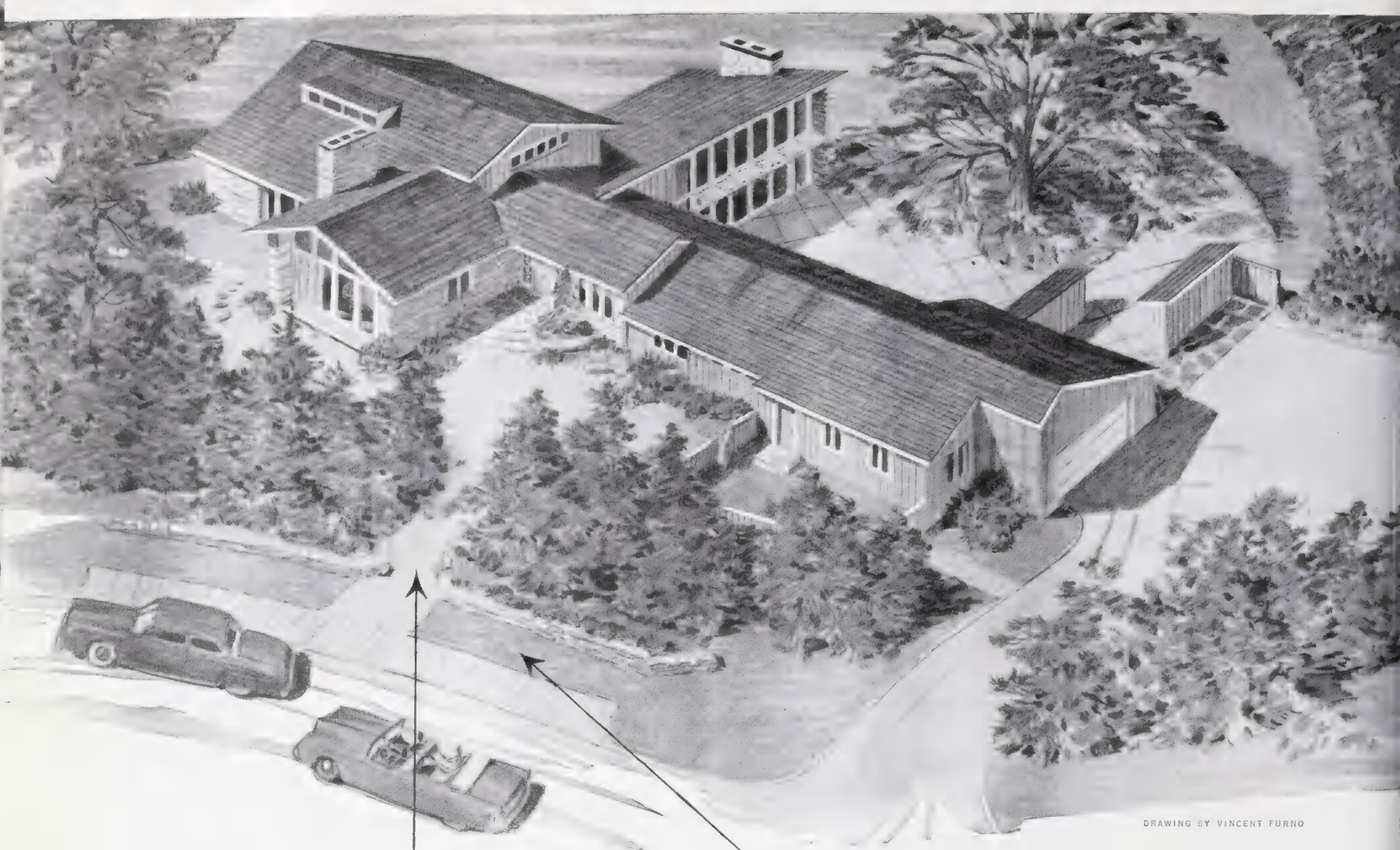
To achieve privacy on your own lot (Continued on page 51)

Answer your front door with an "intercom" speaker system



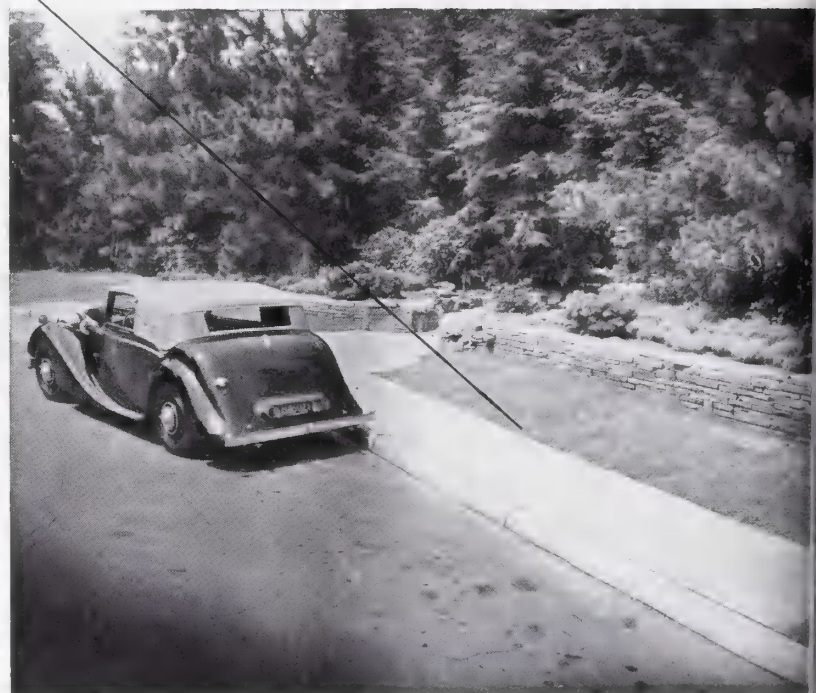
If you enclose your front yard, as the Greenes did, it means your real "front door" moves up to the sidewalk. To save walking when the doorbell rings, install an intercommunication speaker system. It will let you answer the doorbell from any of several convenient places within the house. If the caller is someone you want to see, you press a button to release the lock and let him enter. Then you meet him at the entrance door of your house in the usual manner. If the caller is no one you want to see, you dismiss him without his being able even to get his foot in the door.





DRAWING BY VINCENT FURNO

PHOTOGRAPHS BY MAYNARD PARKER

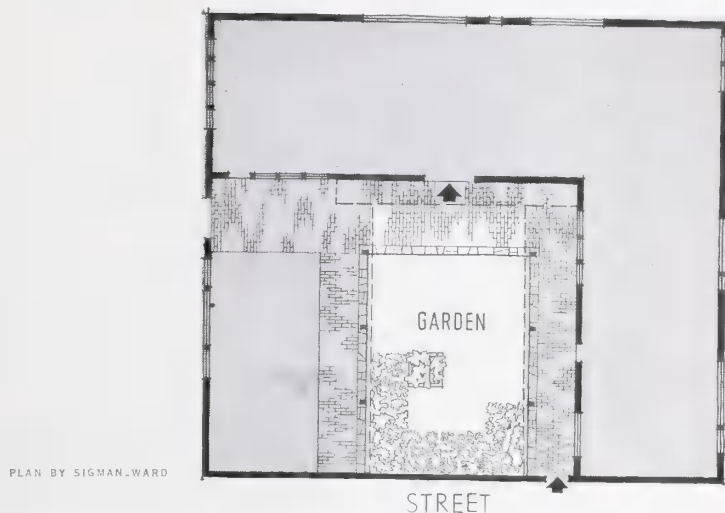


JAGUAR CAR FROM HOFFMAN MOTOR CAR CO., INC.

Pace-Setter House uses trees and shrubs to screen out street traffic

HOUSE BEAUTIFUL's Pace-Setter House for 1949 was built in a neighborhood which frowned on building walls and fences closer than 35 feet to the street. Here's how landscape architect Ethelbert Furlong solved the dilemma—with a thick, visually impenetrable grouping of trees and shrubs. Front walk is curved in such a way that a person on the sidewalk would not have a clear view into front garden. Had it not been for this plant screen, many good things about this house would not have been possible—big glass wall of living-room, charming garden outside living-room, or intimate terrace of master bedroom.

This is the C. M. Burchfields' "front door." Through it you see their sun-filled garden and the paved, covered walk that leads to the door of the house beyond. By surrounding their outdoor living area with their L-shaped house, lanai, and a brick wall (see plan below), they have achieved complete privacy and cagily utilized every foot of their lot.

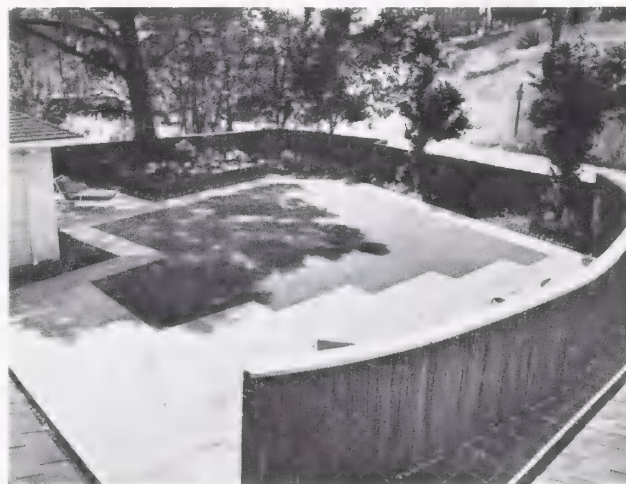


Why throw away $\frac{1}{3}$ of your lot? (continued)

you need to be realistic about two new developments in our national living habits. These two facts which did not exist ten or fifteen years ago are deeply interwoven with the privacy issue. They are: the pronounced trend to big glass windows and the general acceptance of outdoor living. Each one, by itself, increases the need for privacy. But together they add up to an absolute necessity. These two new developments in our way of living indicate how and where and what you must do to create privacy. These new necessities make obsolete many of our previously well-established land-use practices.

To have privacy outdoors, as well as indoors behind big pieces of glass, means a screen at the property line. This screen can be a fence, wall, hedge, shrubbery or any combination of these. But above all, it should be on the property line, or as close to the line as local real estate restrictions will permit. More space between house and screen means more distance to provide garden vistas, terraces, and spaciousness. The farther away from the house you put screening, the more square feet of use you'll have of that expensive possession—your own land.

But telling you to build a wall or fence at your property line is not as simple as it sounds. For most high-class subdivisions have restrictions (Continued on page 33)



A good example of a front yard reclaimed for living. The Robert Platts asked the landscape firm of Eckbo, Royston and Williams to give them a usable private front yard. Core of the solution: a textured fence of redwood stakes.

*"Good fences
make
good neighbors"*

Robert Frost

From "Mending Wall"

These fences make privacy, but are not forbidding. Both sides are good-looking, keep their good looks all year without much attention

One of many well-designed, woven fences you can buy ready-made, ready to be attached to your posts. Such a fence reflects less heat than masonry wall, also lets a little breeze through.



Wood overlay and espalier planting enriches a high brick wall—more texture, less unfriendly. Neighbor across the street gets attractive view; you get complete privacy.

ARCHITECT: PHILMER J. ELLERBROEK

RICHARD BEESON, LANDSCAPE ARCHITECT





PHOTOGRAPHS BY MAYNARD PARKER

Landscaped walls and fences will please the whole neighborhood if used to feature showy plants. Choose shrubs that are evergreen or have an interesting pattern when leaves are gone.

Imaginative combination of upended sheets of metal roofing and shadow box for plants. Vertical lines repeat on neighbor's side for his benefit. Shown at California Spring Garden Show.

DESIGNED BY HOME GARDENERS CLUB, PIEDMONT



HORTICULTURAL SOCIETY OF CITY COLLEGE, SAN FRANCISCO

Fence is made of sheets of waterproofed, pressed fiber. Trellis added for design interest. Winter view remains good because of shadow pattern cast by trellis. San Mateo Floral Fiesta.

Horizontal louvres let in needed light. Slats purposely were not made airtight because summer breeze was wanted (see page 60). Grid overhead makes garden like an outdoor room.

LANDSCAPE ARCHITECTS ECKBO, ROYSTON, AND WILLIAMS



"Good fences"

(continued)



LANDSCAPE ARCHITECT: THOMAS CHURCH

Consider how much distinction would be lost if the fence were removed and the loose evergreens left as the only division line. Bold geometry of fence line is especially valuable in winter.

For street-side privacy. Fence is much higher than it looks; vines lower it, optically. Ground cover used on both sides of sidewalk. Mortar joints left rough for texture of shadows.

PHOTOGRAPHS BY MAYNARD PARKER



LANDSCAPE ARCHITECTS: OSMUNDSON & STALEY

Interesting new fence material, sheets of pressed seaweed. Texture and natural gray color excellent. Still not fully weather tested, but worth a trial. Shown at San Mateo Floral Fiesta.

Strips of bark nailed to wooden frame hide an ugly retaining wall—an idea to borrow, especially for your shade garden. Train your eyes to watch for decorative driftwood like that at left below.

LANDSCAPE ARCHITECT: ZAREH KIRAGH



How to use Plants as Screens

by John Grant



Clipped hedges deserve a second look. It has become fashionable to call them silly, a waste of time and space. But for friendly separation and good garden background they are hard to beat.

Certainly no fence could divide so friendly and effectively. Hedge wastes space only when you let it get out of hand. You will find pictures of other good fences on page 91.



Free-growing trees and shrubs can and should be used for privacy far more frequently than they usually are. The big point is in knowing how to do this. The diagram (below, left) shows one way to group free-growing trees and shrubs for maximum privacy on a typical city lot, and at the same time give an illusion of spaciousness. (The back yard sketched below is 50' x 40'.) Variations of this type of treatment are unlimited, but in working out such a scheme watch the following points:

1. Be sure to use bold curves. One common weakness of this type of planting as it is usually practiced is illustrated in the diagram below, right. The curves are much too flat—presenting feeble variations on the rectangular lines of the back yard. It is true that there are more square feet of lawn and less of shrubs, but actually the area as a whole will look smaller than in the correct solution. The curves are such an ineffective attempt to camouflage the lines of the lot that they make the smallness of the lot more apparent. Note that in the correct solution the curves are so arranged that a bold outcurve corresponds to a receding bay across from it. This important point has great bearing upon achieving a sense of spaciousness. Outcurves opposite outcurves would pinch the area into virtually three separate sections. Corresponding curves, however, give a sense of great spaciousness.

These curves, when supported by banks of trees and shrubs, create the structure of the garden. The succeeding points bring out how this may be done. (*Continued on page 90*)



RIGHT



WRONG

Your own house can be your best privacy device *-if it's arranged right*

Cliff May
Designer and Builder

MORE PICTURES ON PAGE 58

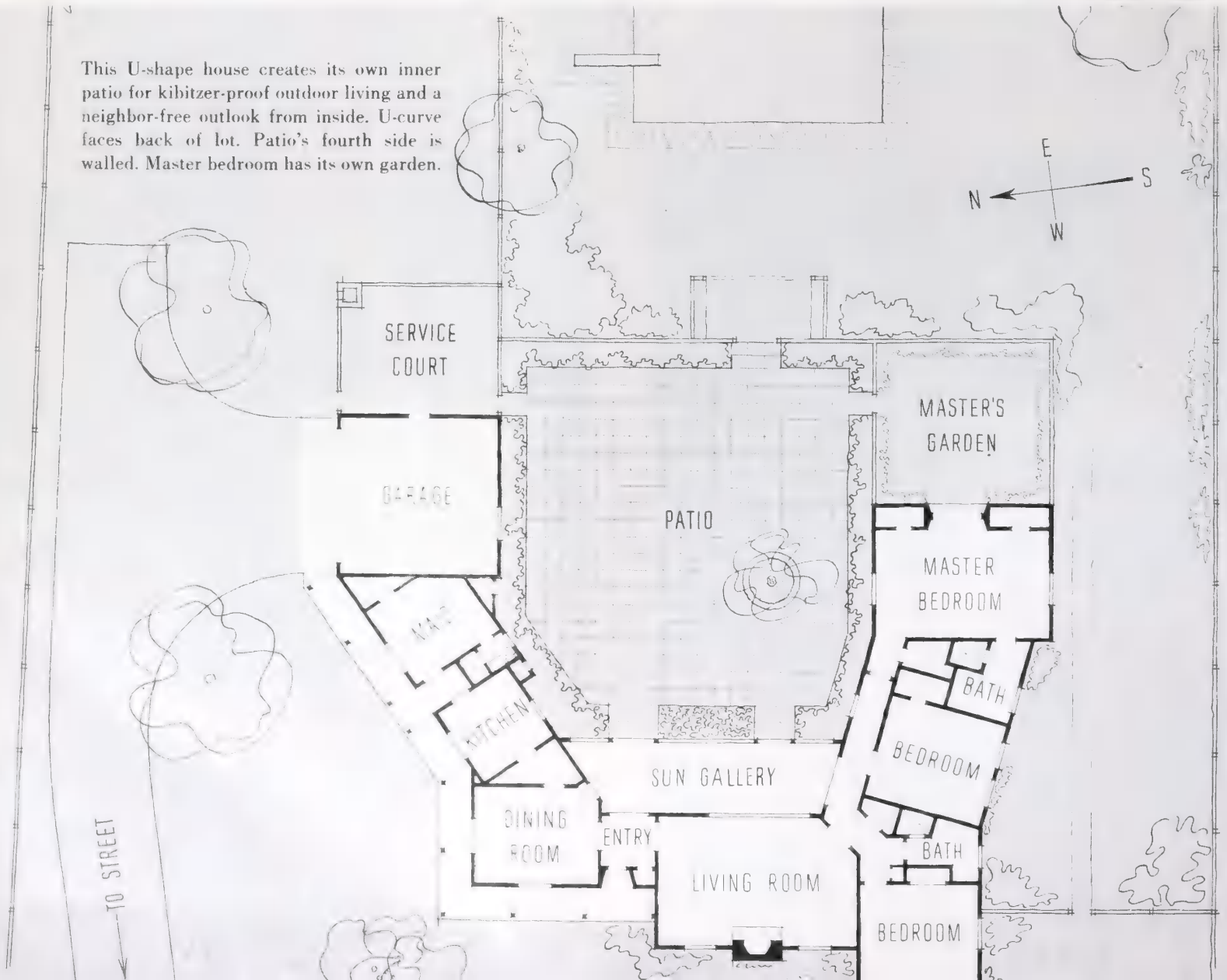
In the Los Angeles home of Mr. and Mrs. Donald C. Poussette, the family can dine, sun bathe, entertain, and lounge outdoors with no other audience than the blue sky. Through wide windows their living rooms enjoy an intimate garden view day and night. And they never need to pull down blinds or turn down lights, for their very house itself is its own screen against neighbors.

If you're about to build, you'd do well to study this U-shape house plan which guarantees the built-in, private world you see on these four pages. The inner curve of the structure, faced toward the secluded back of the lot, creates a sheltered living patio. This is the real "front of the house." Only the non-committal outer wall of the U-curve is seen from the street.

PLOT PLAN BY SIGMAN-WARD

COLOR PHOTOGRAPHS BY MAYNARD PARKER

This U-shape house creates its own inner patio for kibitzer-proof outdoor living and a neighbor-free outlook from inside. U-curve faces back of lot. Patio's fourth side is walled. Master bedroom has its own garden.





Poussettes' house is a U-shape screen between the outside world and patio-centered living. Bottom of U (left) faces street. No "picture windows" on this public side!

Above, main living rooms are secluded despite glass walls; they open on a terrace shielded on three sides by house itself. Room you see is the much-used sun gallery.



The floor plan is advanced, but the house “feels” traditional



Your own house can be your best privacy device

(continued)

George Hall

Decorator



PHOTOGRAPHS BY MAYNARD PARKER

Don't think an advanced, privacy-making plan imposes Modern decoration on you whether you like it or not. Opposite, see how adaptably Early Americana fit into the living and dining rooms. Above, master bedroom enjoys a "near vista" of its own private patio wall. Earmark this vine-hung treatment for mollifying a close-by, blank wall.

Conventional planning could have turned the open land at the back of the Poussette property into a wasted, semi-public back yard. But this family can swim here, protected from the inquisitive by a slat fence. Its alternating broad and narrow strips, painted white and separated, confuse the outside eye without blocking off the breezes.





LANDSCAPE ARCHITECT: W. B. HUEBSCH

Here's how a vertical-louver fence turns a small corner of a garden into an outdoor dining room, complete with ventilation and without making it a heat trap. Shown at San Mateo Floral Fiesta.

LANDSCAPE ARCHITECTS: ECKBO, ROYSTON, AND WILLIAMS

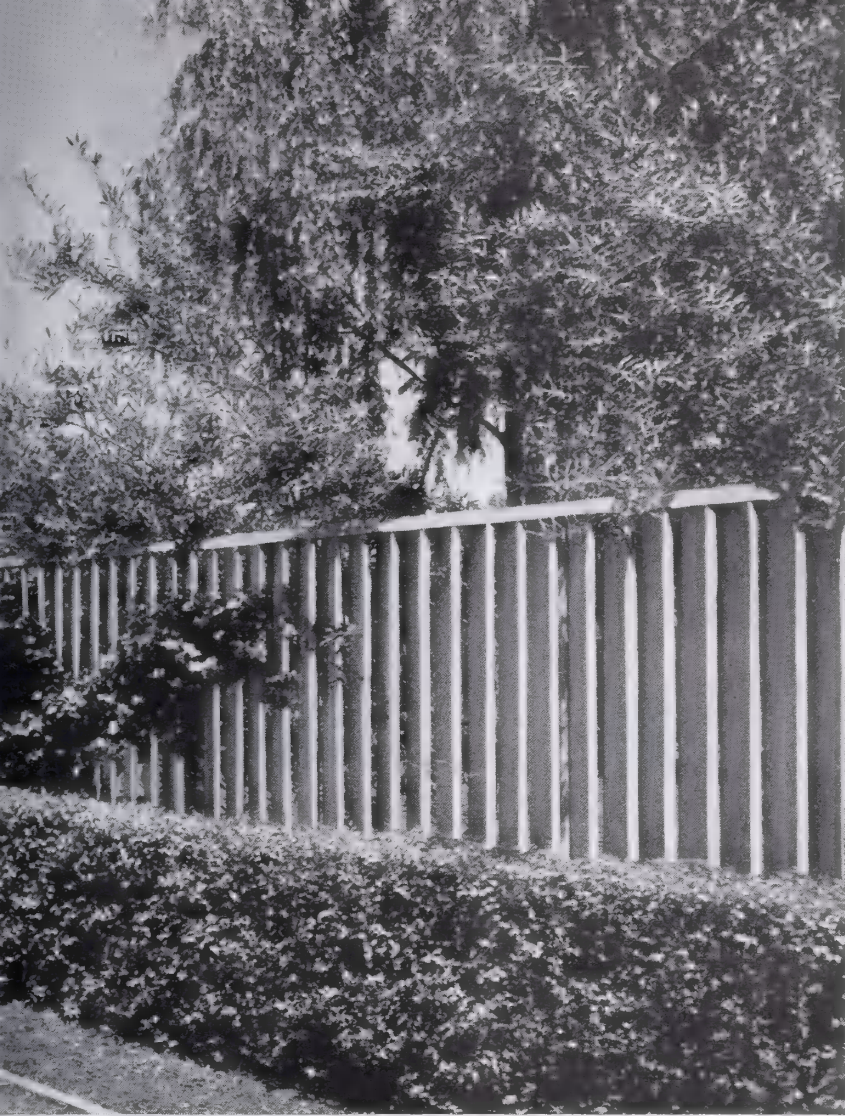


PHOTOGRAPH BY ROGER STURTEVANT

Fences..

Both privacy and climate control should start at your lot line. Use such double-duty fences as these to screen your yard while controlling the breezes for comfortable, secluded living

These are commercial building blocks, turned on edge to let breeze through. Far more air gets through than you might suppose, and it actually enters yard faster than if there was no fence.



ARCHITECT: JOHN FUNK

Ideal way to get privacy from street without giving up breezes. High fence of vertical louvers (made to seem less tall by low hedge) stops prying eyes but not wind. Tall plants help deaden street noises and do much to trap wind-borne dust and dirt.



GARDEN DESIGNED BY BERKELEY WOMEN'S CITY CLUB

Wide baffles slow up wind, provide adequate eye-screen from all but one direction. Frosted glass panels let in sun, sometimes as important as breeze. Shown at California Spring Garden Show.

that stop the eye -but not the breeze

Fences are your best line of defense against both winds and prying eyes. Build them according to these principles and you can really have your cake and eat it too. For most efficient cooling, keep the louvers vertical, and not more than eight inches wide. Slant them *with* your prevailing wind.

Round holes in the fence don't let in as much air, but they actually boost its force. This may be important to you if your summer breeze is usually sluggish. More about breeze control in W. Langewiesche's story on pages 70-71.

Horizontal louvers aren't recommended. They either shoot the wind up and over your garden or they bang it against the ground and cause a pile-up of air that whips dust around and doesn't do much cooling except in that dust pocket.

Better your living

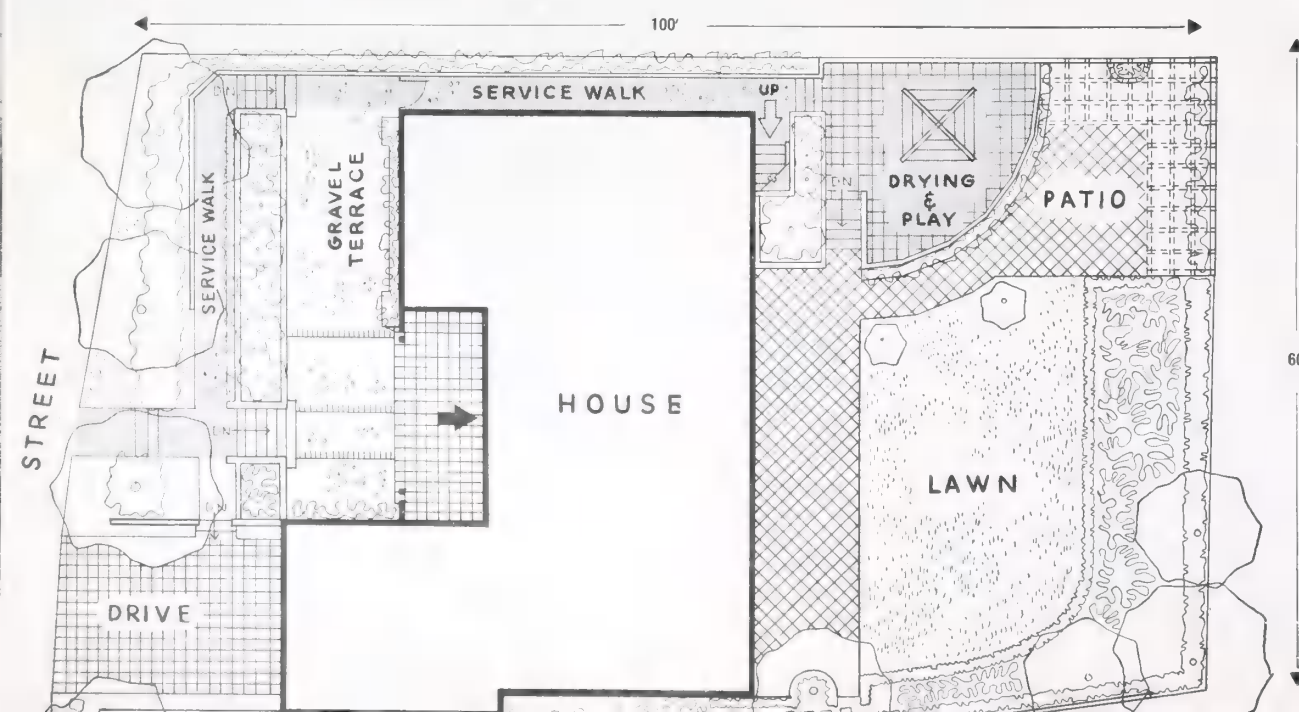


HOUSE BEAUTIFUL'S
CLIMATE
CONTROL
PROJECT

with climate control



PHOTOGRAPHS BY MAYNARD PARKER



You can get the feeling your outdoor dining room is in a world of its own by such design tricks as this. Your own laundry yard becomes an asset, the buffer that deadens kitchen noises. Egg-crate lattice screens out view of nearby roof. Baffle the entrance to the service yard as skillfully as here, and even when you walk past you won't see what's on the line. Laundry yard also serves as play yard, easy to supervise from the kitchen windows that overlook it.

Ned Rucker
Landscape Architect

Who wants to dine among cans and clotheslines!

Here's what you can do to hide the sights and sounds of your service area. These two solutions are good-looking, and don't cost a fortune

If the afternoon shade and summer breezes, plus convenience in serving from the kitchen, make the laundry yard side the only place for casual outdoor dining, here's a practical, good-looking solution. Seat wall provides extra seating that doesn't require between-parties storage to be out of the way.

Scott and Imlay
Landscape Architects

*Better your home
Better your living* garden





Thousands of apartments like this



Shrewd use of balance, scale, and color turned this dull apartment into a domicile of distinction

The picture of decorative defeat above is a typical apartment living room. But the "after" shot opposite shows what can happen when a resourceful tenant, like designer John Hanley, refuses to believe that all apartments have to look anonymous.

The contrast demonstrates how snug and coherent a room can become when it's balanced with a few pieces of importantly scaled furniture rather than scattered with an assortment of all shapes and sizes. See how much more restful it is when there are only a few different levels to catch the eye, when walls are clear of picayune pictures and spotty window openings.

Mr. Hanley created wall space for a sofa by encasing the fake fireplace in wood. Ceiling-hung draperies and simulated blinds between window tops and ceiling "enlarged" the windows. Three walls were painted a vibrant green. The window wall is white.



You think it's impossible to give character to a tiny dinette? This one was resuscitated (see opposite) by a smashing, colorful wallpaper and a trim bamboo blind—nothing more. Most apartments urgently need color. Sofas (opposite) are wall-matching green.



AFTER

could look like this



AFTER

PHOTOGRAPHS BY MAYNARD PARKER



Above, the bold, bright watermelons which woke up the dinette walls are typical of the way large scale conferred distinction on the whole apartment. In living room, 3 Piranesi prints (right) are framed to fill the wall over the matched line-up of bookcases and radio-phonograph.

Plants for the shady side of your fence

by Edwin F. Steffek

If you want to put up a fence for privacy, or to make a wind-break or sun pocket, don't let the shade created along the fence stop you from gardening there. Actually, you can grow almost as many kinds of plants in the shade as you can in the sun. Many plants thrive *only* in shady places. Maybe a whole new type of gardening will open for you.

Tuberous begonias, for example, grow best in shady spots (color photographs on opposite page). So do hosta, doricum, columbine, monkshood—and even daylilies thrive in shade, although we think of them as plants for sunny, hot spots. Primroses do well in damp, shady places. Lily-of-the-valley is a good ground cover for shade, as are small ferns. Silvery-gray artemisias also do well. Foxgloves are among the very best plants for shade, but you do have to sow some each year for bloom the next.

And don't forget the bulbs: crocus, grape hyacinths, tulips (both early and late kinds), daffodils, scillas, troutlilies, trilliums, winter aconite, camassias, and lilies.

If you need tall plants, camellias are excellent, but, of course, you can grow them only where the winters are mild. Elsewhere, depend upon flowering dogwood (except in alkaline soil regions), redbud, February daphne, firethorn (wonderful fruit color), fothergilla, and witch hazel. Where broadleaf evergreens do well, rhododendrons supply a lot of color: reds, pinks, white, and lavender (even yellow and bluish tones in the Northwest). Out of season, they still give handsome, shiny leaves. Then you can plant mountain laurel, azaleas, pieris to stretch the color.

Why waste good space? Take advantage of shady spots to grow shade-loving beauties that do better there than anywhere else

garden
Better your home
Better your living



How to grow tuberous begonias

Start with the largest bulbs you can buy. Small ones don't produce as large flowers, or as many. Late February or March place the bulbs on damp peat, hollow side up, near a window in a moderately warm room. When well-rooted, in two to four weeks, plant in six-inch pots in the northern states, or in the open in the South. Use a good garden soil fortified with peat or other humus. Keep tops of bulbs above soil. Move plants outdoors only when danger of frost has passed. Do not let soil dry out. Feed with complete plant food once a month.



PHOTOGRAPHED BY MAYNARD PARKER AT SAN MATEO FLORAL FIESTA

Hans Jacobsen, Jr.
Landscape Architect

Tuberous begonias are the most colorful of all the shade plants and one of the easiest to grow. If you use them to decorate your breezeway or patio, plant them in raised beds (above) for best display. Even in the best soil they seldom get more than 18 inches high. If you grow them where your fence doesn't provide enough shade, you can add a lath cover as at right, for extra protection.





Informal Dinner for Eight...

**A party that's easy on the
budget and just as easy to give**

"Well, dear, it was fun while it lasted." Bob says one early January evening while going through some papers on his desk.

I am reading—of all things—recipes! "*What* was fun, dear?"

"Christmas and all the presents and all the parties. But now the bills are in and they're terrific! We *must* cut down." He is very stern.

"All right, darling,"—I am meek and amiable—"we'll go into hibernation and eat carrots for the rest of the month. They'll be good for my failing eyesight."

After a few weeks of fireside quietude, Bob looks at me one evening with a jaundiced eye. (Gracious, have I been feeding him too many carrots?) "I think it would be fun to have an evening of bridge and Canasta and see a few people."

"That's a wonderful idea," I say, because he has practically taken the words right out of my mouth. "Let's ask them to come straight from town and **have** an early evening. Do you think eight would be a good number?"

"We-e-ll," he says, dubiously. (Those bills are still rearing their heads.)

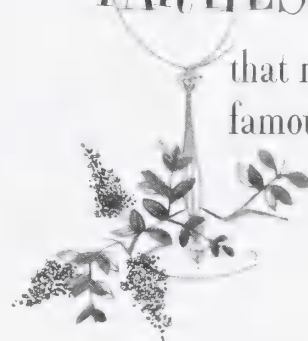
I move in fast. "We can have just a simple supper, and I won't need to have extra help."

"We-e-ll," he says again. "how about making it this Friday?"

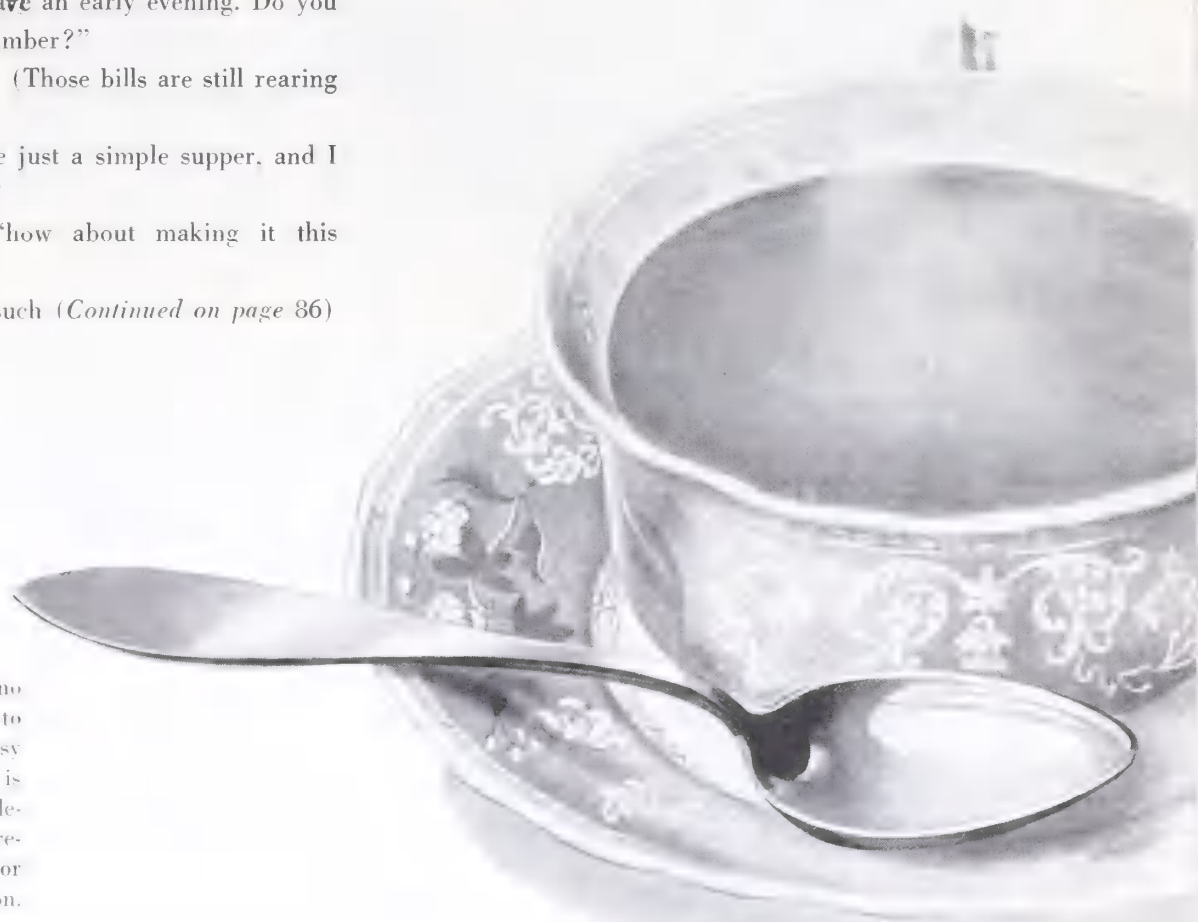
And so, we're off! But after such (Continued on page 86)

PARTIES

that make you
famous



by Virginia Stanton



COLOR PHOTOGRAPH BY MAYNARD PARKER

This restful, revolutionary dinner needs no dessert service. Guests help themselves to centerpiece—a golden Edam cheese, glossy red apples, and nuts. Sterling flatware is Towle Silversmith's "Lafayette." Silvery Stedeware plates by Claude Sperling. For pre-dinner soup, Spode's "Camilla" Irish—or extra large—cups, Copeland & Thompson.

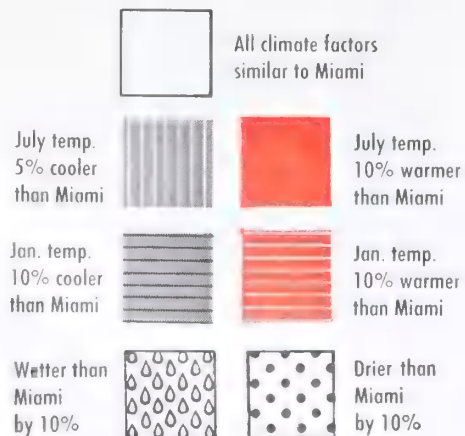
DRAWING BY SERGEI GIVOTOVSKY

Your House

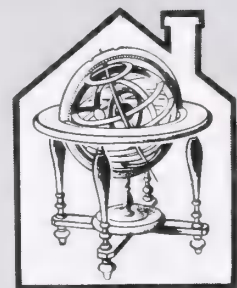
by Wolfgang Langewiesche



Even though you don't live in Florida, this story is "must" reading—if you suffer from heat and humidity in summer. If you do live in Florida, it is worth its weight in diamonds



This Florida weather story is strictly true of only one single spot: the roof of the Miami Weather Bureau. You are not going to build your house there. So, view everything said here in the light of how *your* lot varies from the Weather Bureau conditions. Even a few feet of elevation makes you warmer in winter. The Weather Bureau forecasts frost in terms of feet above sea level. Low places have frosts when higher ones don't. Black soil gets hotter in daytime, colder at night than light soil does. Winds, especially the night winds so important for sleeping comfort, vary, depending on where your nearest water is—east or west. Our map will help you study the weather for *your* location. But you won't go wrong anywhere in Florida if you give your house a big shading roof, if you let indoors and outdoors blend, and wash everything with air.



HOUSE BEAUTIFUL'S
CLIMATE
CONTROL
PROJECT

in Florida

That famous South-Florida climate is powerful stuff. They had a big real estate boom down there in the twenties, so big it made the history books. It was, of course, a phenomenon of mass psychology, like all booms. But the driving force behind it was that climate. The climate hits every visitor, sooner or later, with the sudden thought: "Why just visit? Why don't I *live* here?" Sooner or later, if you go there in winter, you are bound to start thinking about buying a house in Florida.

While you are at it, take the advice of Florida architects. Make yours a year-round house. People build winter houses, and then find they stay longer each year. Finally, they go away only for the two hottest months, or not at all. So, you might as well plan on it.

Besides, *you* may not be there in summer. But your house has to stay and take the summer weather. You have to build it in some respects as an all-year house anyway. Otherwise, it will rot away fast, or the termites will eat it. So you might as well go all the way. Build it not only to stand the summer, but to be comfortable in the summer.

Not So Hot

The Florida summer is not as hot as you might think, seeing how warm the winter is. Some people complain about the heat. But, then, I've heard them complain on the Maine Coast. In Florida you have a mental hazard: "Here I'm spending the summer, like a fool, practically in the tropics. I'm bound to suffer terribly from the heat." But it doesn't get as hot in

Miami as it does in New York, or Columbus, Ohio, or St. Louis.

We can prove that. We are not the Oldest Living Inhabitant of Miami. But we have the weather charts made by Dr. Paul A. Siple for HOUSE BEAUTIFUL's Climate Control Project. Siple is not the Oldest Inhabitant either. He is Geographer for the Army's General Staff.

The Army Way

His weather charts are based on Weather Bureau records. They are the sort of thing a general might need in planning a military campaign. A general might ask: "Can my tanks move over this terrain in April? Can my troops safely drink from the local streams? Can they move under cover of fog?"

For us, Siple answers the sort of questions an architect and a house owner ask (or ought to ask): "When it is hot in Miami, say, at 4 P.M. on an August day, where is the breeze from? Just where in the sky is the sun? How do the shadows fall? What's the humidity? What chance of rain?"

Siple then writes recommendations for the kind of roof, windows, etc. that such weather calls for. Siple's weather charts and building recommendations are available to architects, or anybody else, through this magazine. This article only skims the cream off his stuff—just enough to show you what you get when you really look at a climate, and really try to fit a house to it. This article is also based on talks with T. Trip Russell of Robert Law Weed Associates in Miami, and with Wahl Snyder, Miami architect. Many of the ideas come from both sources. Siple's from scientific reasoning and the architect's from on-the-spot study, and they add up to remarkably similar conclusions.

Back to the Florida summer. The official thermometer goes above 90 degrees in Miami on only six days in the average year. It goes above 90 degrees in Columbus, Ohio, on 20 days. Main reason: South Florida lies in the Trade Winds. The air flowing over it has just crossed a thousand miles of ocean. The ocean surface south of Bermuda (*Continued on page 72*)

THE SCIENTISTS WHO ARE RESEARCHING CLIMATE CONTROL

Dr. Ralph Linton
Yale University

Dr. Paul Siple
Military Geographer,
The General Staff, U. S. Army

Dr. Helmut Landsberg
Executive Director, Committee on Geophysics and
Geography, Research and Development Board

Dr. Dana Coman
Consultant, Scientific Advisor,
Office of the Chief of Staff, U. S. Army

Dr. L. P. Herrington
Director of Research, the John B. Pierce Laboratory of Hygiene,
Research Associate Professor in Public Health, Yale University

Walter A. Taylor
Director of Education and Research,
American Institute of Architects

Miles L. Colean
Consulting Economist

Wolfgang Langewiesche
Research Pilot,
Kollsman Instrument Division, Square D Co.

Your House in Florida (continued)

is about 80 degrees the year round. So the ocean keeps the air cool in summer, warm in winter. This same current of air later curves around and flows into the U. S. as a southwest wind. It is the summer air we get in New York, Columbus, and St. Louis. But by that time it has traveled for hundreds of miles over sun-baked corn fields and cotton fields that are perhaps 120 to 140 degrees hot. It has heated up. So, the summers are hotter further north.

The land of clouds

Clouds also help to keep Florida summers from getting too hot. Florida clouds are mostly the billowy kind, not dreary, gray overcasts. Even when they cover most of the sky, you still feel the weather is good; and you see blue sky somewhere. But they do give you shade part of almost every hour. There are more of these clouds in summer than in winter. They build up thickest just during the hottest part of the day. This is quite different from the Middle West, where the hot season is also mercilessly clear, the cold season cloudy.

The path of the sun

Also, Florida summer days are about one hour shorter than summer days in Columbus, Ohio. The sun rises and sets rather quickly, in the style of the tropics. It rises nearly straight up, sets nearly straight down. Further north, the sun slants down low across the western sky for hours. In those hours it delivers a final, terrific wallop of heat against your west wall.

Count the sunny hours

Net result of all this: Miami gets only 25 per cent. more hours of sunshine in July than it gets in February. Columbus, Ohio, gets 150 per cent. more hours of sunshine in July than in February.

But let's admit this: You get no cool spells in the Florida summer. From June to September, the thermometer goes into the upper 80's just about every day, and the nights seldom get cooler than 75 degrees. So the heat is not excessive, but it is mighty steady.

Sun control

A Florida house must, therefore, miss no trick in fending off the summer sun. Siple's

(Continued on page 74)

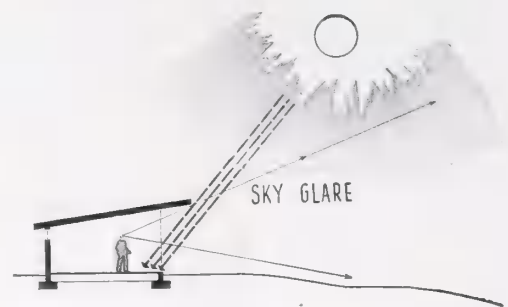
Wahl Snyder's house in Miami

The Snyders have "field-tested" this year-round house for two years. They *know*, now, that Climate Control does pay big dividends in comfortable living. For comfort in Florida means strict attention to climate (where weather seems much more benign to the winter visitor than it really is).

Since he was designing the house for his own family, architect Snyder had no prejudices but his own to worry about. So he was able to use a series of devices for manipulating this climate in his favor.

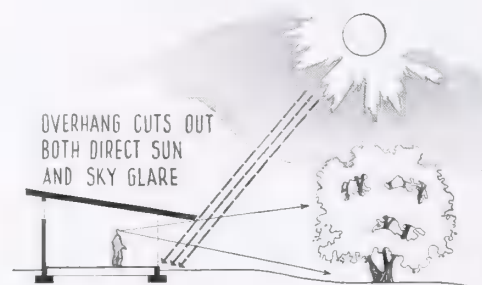
As you can see, few of these devices were expensive in themselves. They involved the right tilt and color for the roof, the exact size and shape of a window, the correct disposition of rooms with reference to path of sun and wind.

Snyder's advice on the glare problem

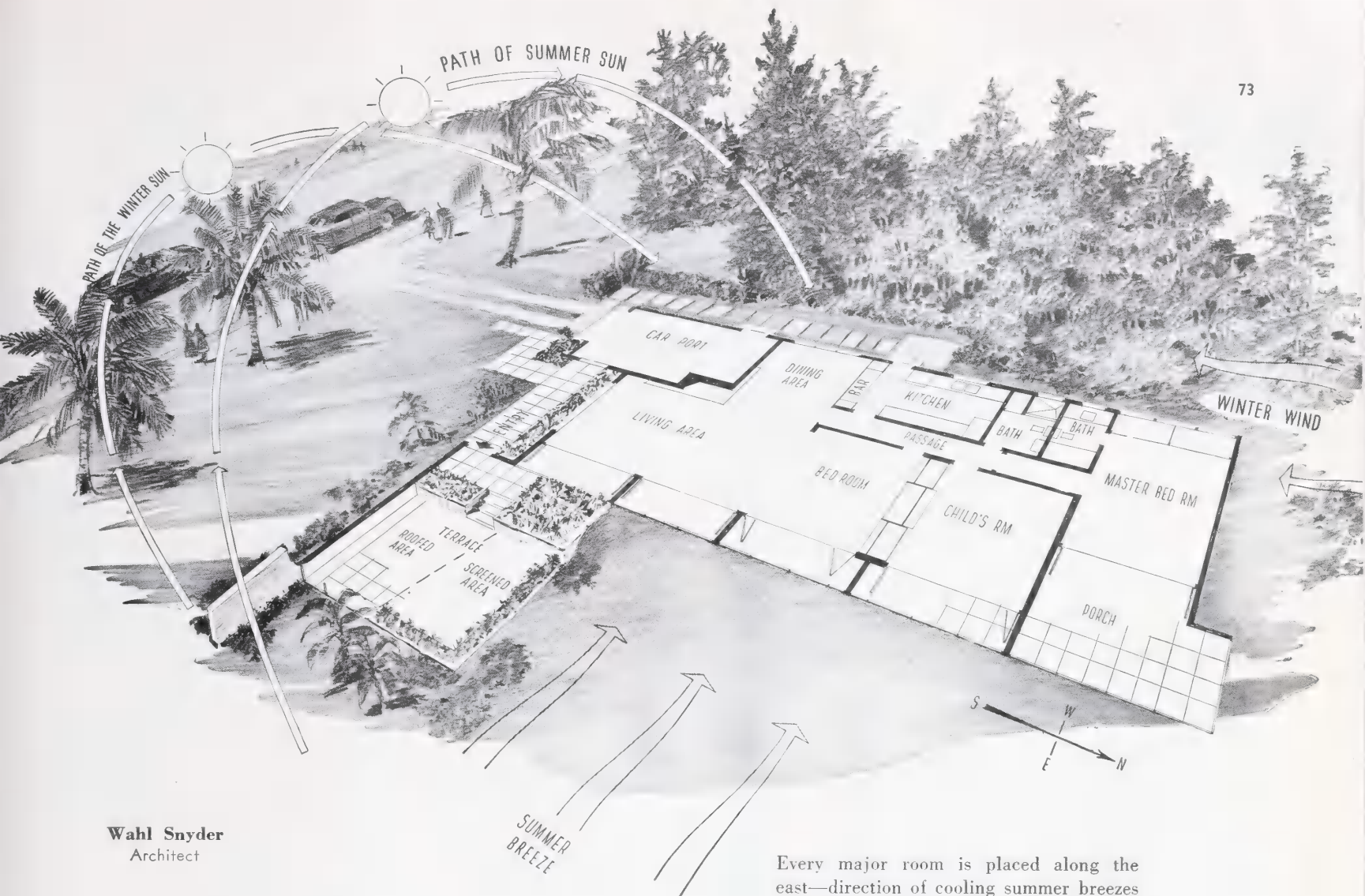


DON'T expect any old overhang to exclude glare, even if it does cut out direct sun's rays.

ALL DRAWINGS BY
VINCENT FURNO

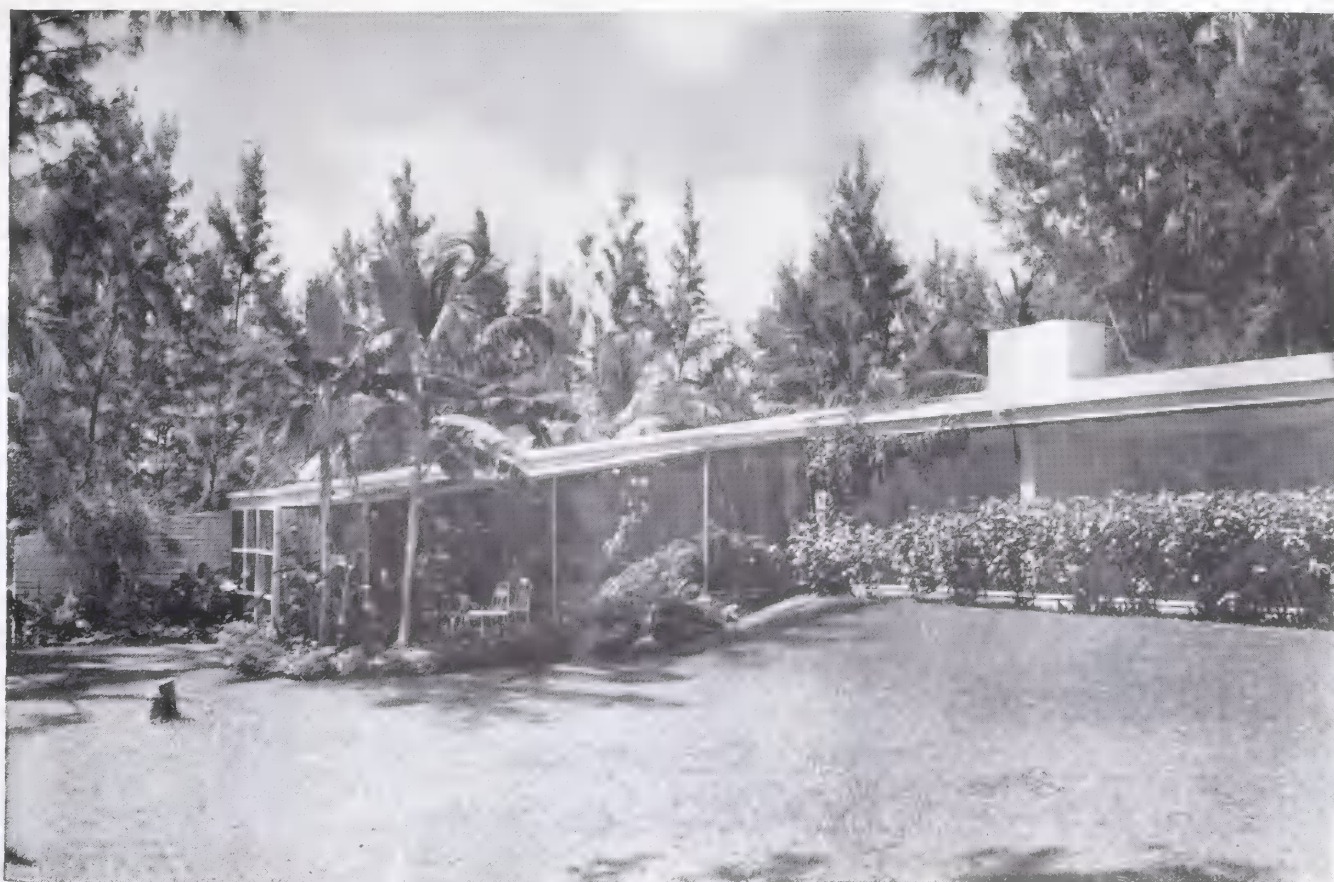


DO design your overhang to cut out most of the sky; make deciduous planting do the rest.



Every major room is placed along the east—direction of cooling summer breezes and winter morning sun. House turns its back on west—direction of hottest summer sun and sharp winter winds. Living room has shaded south window for winter sun.

Entire east wall folds away, opening house to lawn, summer breezes, morning sun and afternoon shade. In winter, with folding glass walls closed, it gets full warming power of morning sun. Other heat sources: fireplace, bathroom heaters, kitchen stove.



Your House in Florida (continued)

charts show for Miami a summer-sun fact of great importance: Don't think of the south side as the sunny side. Late in June, when the sun is at its highest, its position at 12:20 (local noon) is almost exactly overhead. It rises at about 5:30 A.M. quite a bit north of East. It starts shining against the north side and the east side of your house. At 10:20, it is exactly east of your house, high in the sky. During the next four hours it is, by just a hair, in the southern sky. But it is so high overhead that its rays do not hit the south wall of your house at much of an angle. At 2:20 P.M., the sun is exactly west, high in the sky; and from then on until it sets a little after 7:00, it shines on the west wall and again on the north wall of your house. So, in summer, your north wall gets more sun, and gets it at a more effective angle than your south wall does. But the real power of the sun hits your east and west walls and your roof.

This means a lot of things. First, you need big roof overhangs, east and west, to shade your east and west walls against the hot sun of midmorning and the even hotter sun of mid-afternoon. It means you can have big windows toward the south. You need not fear that they will catch too much sun in summer. It also means that you can fend off much summer sunshine by *vertical* ribs as well as roof overhangs.

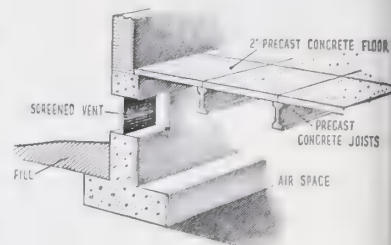


You would use those ribs on the north side of your house mostly to keep the late afternoon sun off your walls. Think, for example, of a kitchen, a children's bedroom, a dining room that might have a north wall. Those shading ribs might make the difference between comfort and discomfort. Russell has used such ribs in his striking new lecture hall for the University of Miami, where his problem was to keep low morning sun from heating the north wall.

(Continued on page 76)

Wahl Snyder's house (continued)

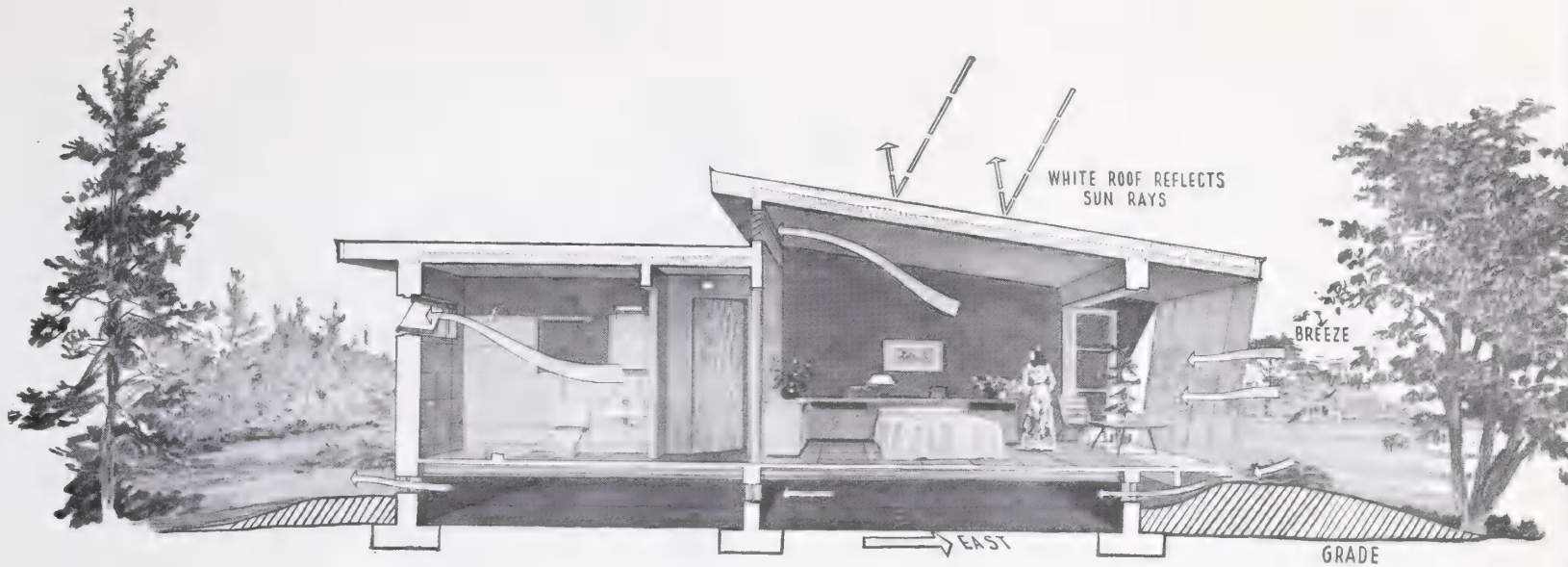
If you live anywhere between Galveston, Texas, and Charleston, S. C., you share 3 of Florida's biggest headaches: termites, mildew, and rust. The Snyder house



is designed to minimize the damage of all three. Its foundations, floors, and exterior walls are all of concrete, as shown in the diagram above. No wood is used anywhere near the ground; and where it is used, it is cypress, treated against rot and termites. To avoid condensation on cement tile floors, they are kept near air temperature by passing an airwash under them. To avoid moulds and mildew, the whole house is bathed in moving air. The one exception is in the closets. Here the architect has found that clothing (especially woolens) picks up moisture from the humid air. Hence his closets are unventilated. Each is equipped with a small electric heater, turned on when necessary.

Rust and corrosion are minimized by using only those metals that are not attacked by moist, salt air. Insect screens, for example, are bronze.



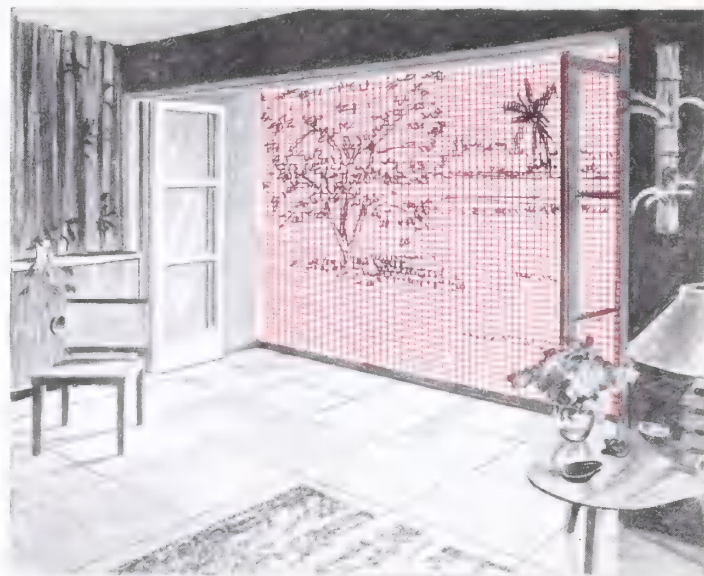
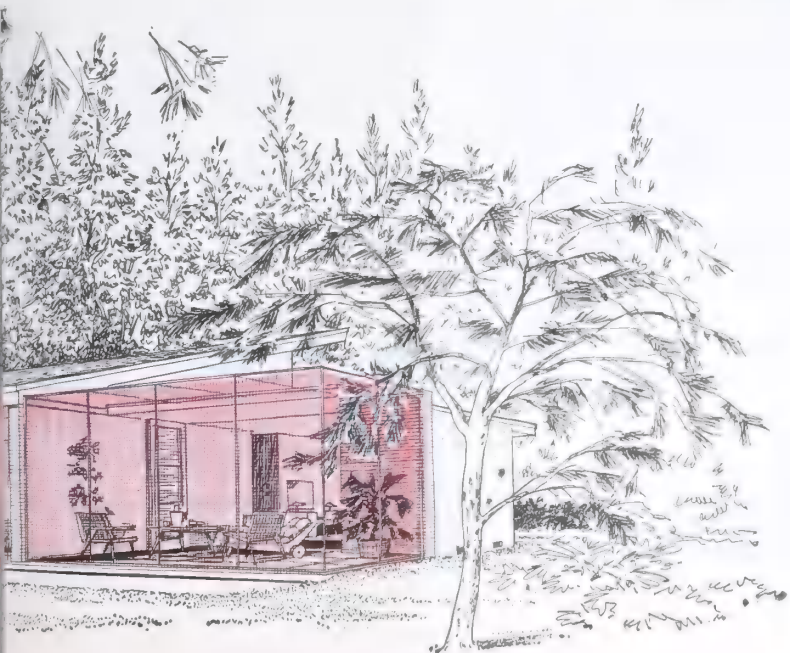
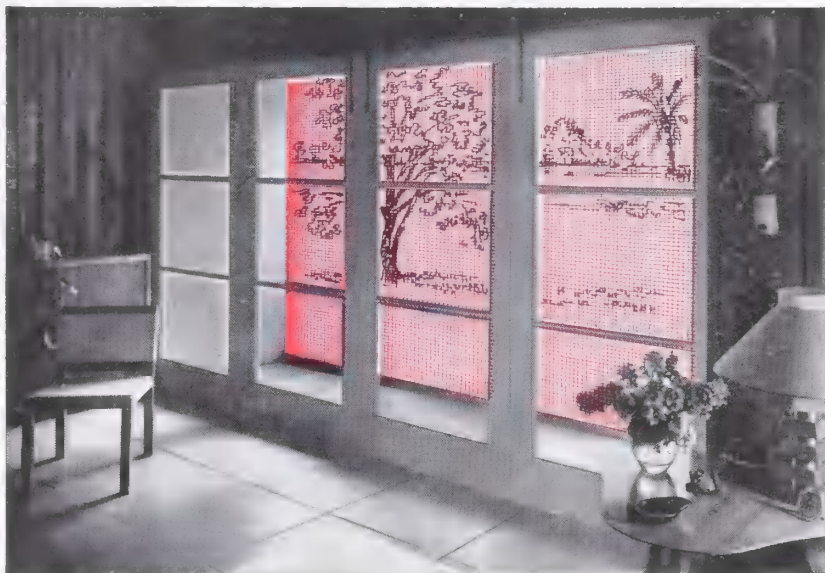


Here are some devices for Florida comfort: (1) White-surfaced roofs with thermal insulation and wide overhangs to beat tropic sun and rain. (2) Big windows to windward, smaller clerestories to leeward, for good ventilation. (3) Continuous insect screening, free of windows. (4) Floors raised above surrounding hedges, shrubbery. (5) Under-floor ventilation (screened) to prevent condensation, mildew, etc.

More to a good window than meets the eye

The whole east wall of the Snyder house is a line of windows (see below). They extend from floor to ceiling and from wall to wall. In cool weather they form a glass wall that lets in morning sun (right). In hot weather, they fold back, accordion fashion, to open one whole side of each room to the summer breeze (right, below). A continuous overhang protects them from sun, glare, rains.

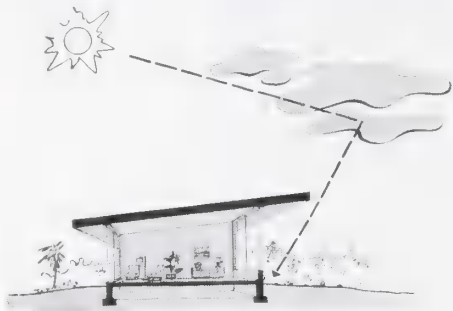
Wing walls between each room give individual privacy. And the loggias thus created are insect-screened along their outer edge (the screening being stitched together like fabric to avoid frames). Since this face of the building looks across the Snyders' own lawn to a heavy planting of trees and shrubs, the rooms all have privacy. This window solution enables the Snyders to say truthfully that they've got their climate under control.



Your House in Florida (continued)

Overhangs

You need big roof overhangs, not only as shields against direct sun rays, but also against sky radiation. Sun heat comes at you not only from the sun direct, but also from the clouds and haze aloft: the whole sky radiates heat at



you. This effect is not peculiar to Florida. But it is especially strong there because the air aloft is so moist. The little particles of moisture catch the sun heat, and bounce it down at you. You may get sun heat from the East when the sun is in the West. A window through which you can see too much sky will, therefore, collect heat, even if the sun is not shining directly into it. And with that heat glare comes light glare. Architect Wahl Snyder points out that everybody in Miami owns sunglasses. Your house needs glare protection, too. You want to pull your roof well down, as a shield.

The white roof

Your roof must be white. The white color throws much of the sun heat back into the sky before it ever gets into the roof. This is one climate control idea that is universally accepted in Florida right now. For a flier, white roofs, festive, cheerful, and clean, are the sign of Florida. Insulation also is a must, of course, but insulation alone, without the white color, would finally get hot.

How to use the sun

Many Floridians use their roofs as water heaters. Essentially, all you do is lay a flat water tank on your roof. You paint it black to make it absorb more heat—just the opposite of the white roof. It gives you the hottest water, of course, in the evening. It's not so hot for your morning shower. But it saves fuel money. And you get rid of the water heater

(Continued on page 80)



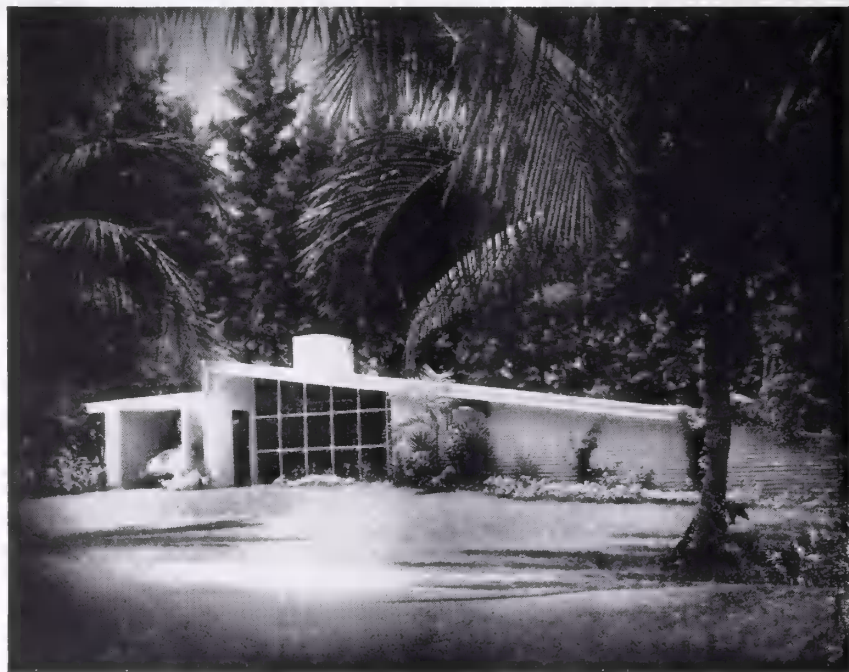
PHOTOGRAPH BY WILLIAM HOWLAND

When you enter the Snyders' front door, this garden is what first meets your eye. (Living room is behind you and to the left.) They find gardening very satisfactory inside this screened cage. In fact, except for mowing grass or clipping hedges, their gardening is all fun.

Wahl Snyder's house (continued)

The black checkerboard in the center of the picture below is actually a wood-framed insect screen. Behind it is a planting bed and big windows into the living room. This arrangement gives living room southern sun in winter. Door to garage can be seen at left; front door faces it. (See plan on page 73. List of materials and equipment used in house on page 96.)

PHOTOGRAPH BY JAN HANKOWSKI





To really live in the Florida landscape, you've got to tame it. Architect Snyder does it here by a combination of roof, pavement, and insect-screening. Result: a charming tropical garden that they can bring right indoors with them. The curving plant bed shown at left separates the living room from the dining area and breakfast bar beyond. Note the clerestory windows for cross ventilation and the continuous light cove below.

PHOTOGRAPHS BY WILLIAM HOWLAND



Living room flows right into partially screened, partially roofed garden. When it's cold or stormy, glass doors fold across just about where the baby is crawling (above). Curiously enough, this arrangement seems to suit the plants as well as it does the Snyders. Screening protects the plants against insects, excessive sun and—believe it or not—hurricanes.





With its white tile surfacing, a great parasol of a roof reflects subtropic sun and sheds subtropic rain. Underneath it, the rooms of the Moore house are disposed for maximum ventilation, privacy, and view. The stone wall (above) screens the entrance court (right) from the street. In the lofty living room (below) cross ventilation is assured by a continuous band of louvers, insect-screened.

PHOTOGRAPHS BY EZRA STOLLER: PICTOR



Paul Moore's house in Coral Gables

Robert Law Weed & Associates
Architects

George Farkas
Interiors

Most people in Florida, quite logically, want to live near the water; and since not everyone can live on the ocean, salt water canals are very popular. The Paul Moores had a wide, shallow lot on such a canal and the house they've built on it should be studied in this light. They wanted the major rooms to overlook this canal and to face away from the street. However, this involved a southwest exposure—fine for Florida winters but difficult for her summers, when both shade and breeze lie to the east. The architects worked out an ingenious solution to this knotty problem of sun control and ventilation. Here you can see how Climate Control principles help solve difficult situations as well as easy ones.



Your House in Florida (continued)

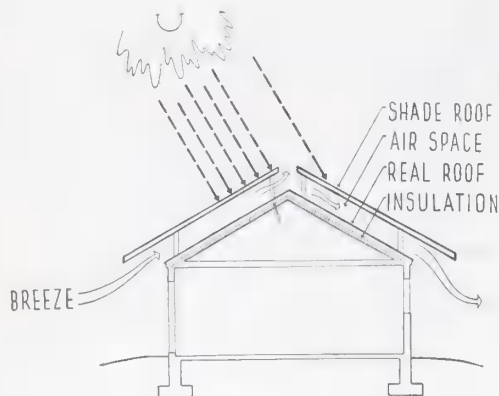
that might spread a lot of heat inside your house. At the same time, it also helps your sun control: The sun heat, instead of going into the house, goes into the water.

The wet roof

Another sun-control trick is still in the experimental stage: the damp roof. This is a version of the roof sprinkler you might use in other climates. In the Florida summer you get so many showers that you need no sprinklers; you get a welcome roof cooling from them anyway about once a day. The new idea is this: You cover your roof with a spongy substance. During a shower, such a roof soaks itself full of water. Then it stays damp for hours afterward, and the evaporation of water off its surface keeps it cool.

The double roof

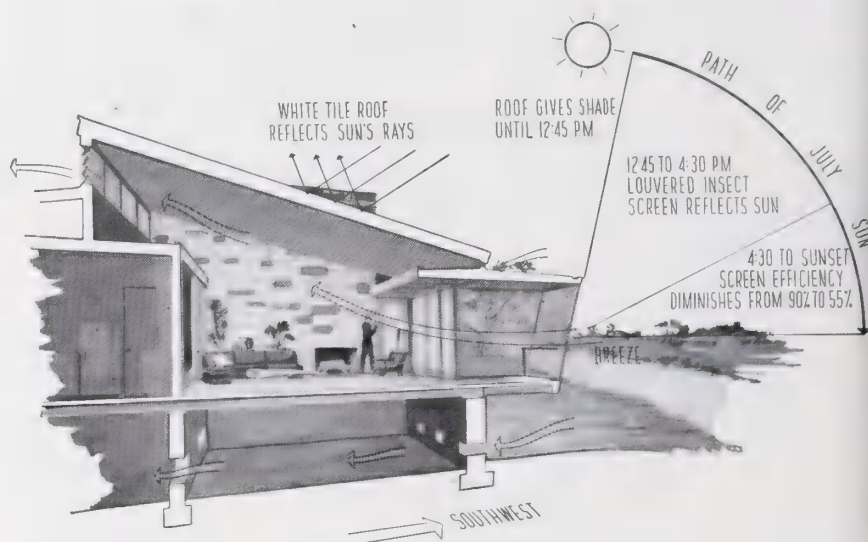
Dr. Siple suggests a double roof. The top roof takes the sun. Underneath it is an open air space so the wind can blow through. Underneath *that* is the real roof of the house. (You insulate the real roof, not the top one.) This double roof is very effective. It's essentially an



umbrella held over the house. They used to use it in the desert country of the Southwest in the days before insulation. Somehow it has been forgotten. Siple suggests that you might make the top roof flat and use it as a sun-deck. You would hardly use it as such, of course, in the daytime in summer. It would be too hot to touch. But you could use it after sundown. It might be screened in against mosquitoes. Up there you would be high enough to catch every bit of evening breeze. And you would use it for sun bathing in the winter.

(Continued on page 97)

Paul Moore's house (continued)



If you study this cross section of the Moore living room and the picture at right, you will see how they kept their southwest view while minimizing afternoon sun. Note that house uses much the same comfort formula as Snyder's: white roof, insulated; east-west cross ventilation; concrete floors, stilted off ground, with airwash beneath.





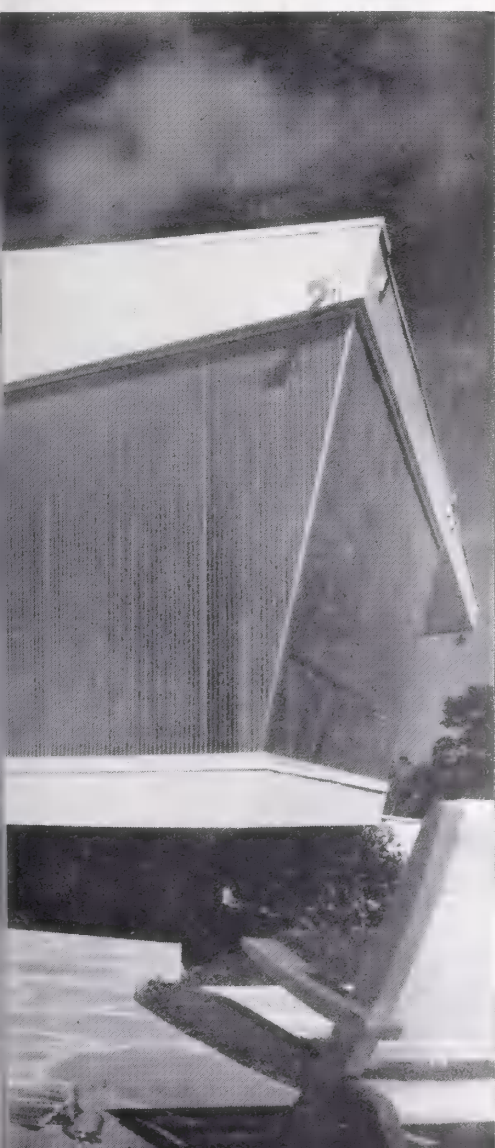
The Moores exploited their main "natural resource"—a view of the canal—with a 40-ft. glass wall. To reduce problems of heat and glare to the minimum, the architects kept the roof line low, the overhangs very wide and used louvered insect screens to filter late sun. More than half the glass wall is openable.

MORE ABOUT THIS HOUSE ON PAGE 96

The purpose of the odd-looking baffles in projecting gable is to give pleasantly diffused daylight to dining area (see page 78). And the screened porch shields most of living room from late sun. The paved patio's main use is as a winter suntrap, shielded from winter winds and the street.

Floridians love a "hill," even when it's only a few feet high. This house, seen here from the canal, is actually built on the existing grade. But a wide earth ramp slopes up to stilted floor line and ties house to ground. Note how screened porch and overhang shield living room glass.

PHOTOGRAPHS BY EZRA STOLLER PICTOR





Climate Control goes to the National Academy

As a result of stimulus given to climatological research by the House Beautiful Climate Control Project, the newly established Building Research Advisory Board, an agency of the National Research Council, will devote a two-day Research Correlating Conference to the subject of climate and building construction, January 11 and 12.

The Conference will be held at the headquarters of the National Academy of Sciences in Washington and will be attended by nearly 200 invited scientists, engineers and architects who have made outstanding contributions to climatological and building research.

Featured speakers will be House Beautiful's climate consultants, Dr. Paul A. Siple and Dr. Helmut E. Landsberg, who will present the scientific data assembled for the Climate Control Project and who will also appear on the discussion panels dealing with basic weather data and its relationship to building materials, design and construction, and heating and ventilation. Among other notable speakers will be Dr. Arnold Court, of the Army Quartermaster Corps, who has assisted Dr. Siple, Dr. Francis W. Reichelderfer, Chief of the U. S. Weather Bureau, and Capt. Thomas A. Urdahl, USNR, consulting engineer and pioneer in developing weather data for design purposes.

The Conference has been arranged by Mr. William H. Scheick, former Director of the University of Illinois Small Homes Council and now Executive Director of the Building Research Advisory Board. House Beautiful will have on exhibit the Climate Control Charts that have been prepared under Dr. Siple's direction and will publish the proceedings.

The Conference is a tribute to the high quality of the work done by House Beautiful's consultants and will broaden the interest in it already displayed by architects, engineers, and manufacturers of materials and equipment throughout the country.

WHY THROW AWAY 1/3 OF YOUR LOT?

CONTINUED FROM PAGE 51

prohibiting doing this very thing. Even prohibit walls and fences on sidelines. This is one of the anachronisms of our time. For the land developers who started this well-entrenched practice had the best intentions. They were trying to create broad, good-looking residential streets, where every front lawn flowed together with all other front lawns to create wide avenues of dignity and state-ness, like the present streets of the England villages.

For these days this kind of real estate restriction works a hardship on an individual homeowner. The smaller the amount of land and the greater the hardship. It is as that each homeowner needs a usable front yard to the community—in essence, if not in fact, contributes this to the good of the neighborhood—and the care required to mow the grass, seed it, fertilize it, and generally maintain it. The return for this magnanimous gift of his front yard can serve only as a kind of stage on which his life is seen, a platter on which his life is seen. All the owner's living must be crowded onto the back of the house, without regard to whether it has the right exposure to sun and wind, and without regard to the amenities. The use of service areas and living areas are mixed together too closely. THE BEAUTIFUL has studied this dilemma of the average homeowner for a great many years. This is a tough problem which no single solution can remedy. For we do think you should buy your land in high-neighborhoods that are protected from the encroachment of the present social influence. But we think you should avoid buying in neighborhoods that are crowded down with restrictions that are 5 years out of date, and which prevent you from utilizing every square foot of your property. You should real estate restrictions prevent you from building an up-to-date home, a home flooded with light and livable right out to the

edge of your property line.

If you already live in a neighborhood with restrictions about where you may put walls and fences and which seem to cause you to have to throw away the front third of your lot, all may not be lost. You can screen out what you don't want to see (or have see you) with trees and shrubbery. This is, generally, a more expensive way to achieve privacy than with a wall or fence and it takes more land to do it, since it means you would need to use plantings in informal drifts. This means depths of from 15 to 25 feet, for plants must be placed in staggered arrangements, not in rows. Shrubs or trees placed in rows create thin places along the lower part of the screen, because the trunk structures of most trees and shrubs are thinnest close to the ground. For a concrete example of plant screening, see page 55.

Hedges can sometimes be used instead of walls or fences, some real estate restrictions classing them as not structural and, therefore, permissible. Be careful which hedging plants you use. If you are creating privacy for big glass areas in your house, be sure to use evergreen plants. If you are creating privacy only for outdoor living, you can get along with cheaper deciduous material. If you can possibly afford it, you will get greater satisfaction with evergreen hedges regardless of the problem you are solving.

ONCE you have established privacy at the point you need it, you will find some wonderful by-products beginning to go into effect. You will find that your outdoor scene begins to belong to your indoors. As a result your rooms seem bigger. You will find yourself enlarging windows better to bring the outdoors inside. For the greater the illusion of outdoors and indoors flowing together, the bigger your house becomes—a good tip for would-be homeowners who cannot afford the house of their dreams and who must make a small budget seem to buy a whale of a lot.

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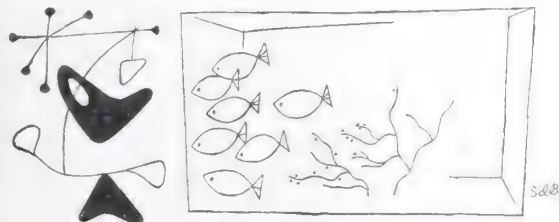


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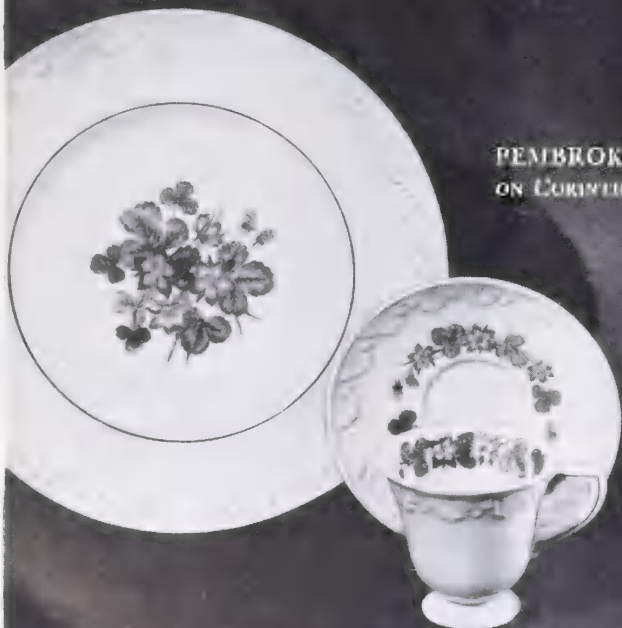
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ANNUAL SUMMARY

	1946 (7½ Months)	1947	1948	1949	1950
1. OWNERSHIP EXPENDITURES					
Maintenance	29.50	31.20	34.45		
Neighborhood Association	10.00	10.00	10.00		
Insurance	103.75	---	105.00		
Taxes Interest	250.15	273.00	275.00		
for Mortgage	290.75	523.51	503.66		
2nd Mortgage	93.39	194.18	123.21		
Other (includes all special financial charges)	---	---	---		
Amortization					
1st Mortgage	187.51	421.01	441.99		
2nd Mortgage	208.59	373.50	394.47		
Replacements	---	165.00	---		
Capital Improvements	384.00	498.23	549.2		
TOTAL OWNERSHIP EXPENDITURES	1,562.74	2,439.63	4,941.90		
2. OCCUPANCY EXPENDITURES					
Electric Current	17.65	33.41	35.56		
Gas	14.14	23.92	26.34		
Heating Fuel	44.00	114.02	169.77		
Water	18.00	18.00	18.00		
Other Utilities	10.50	21.00	---		
TOTAL OCCUPANCY EXPENDITURES	104.29	210.35	267.67		
3. TOTAL ANNUAL EXPENDITURES	1,667.03	2,649.98	5,209.57		



Your annual score card

Here's the business-like way for the homeowner to start the new year.

(Ninth in a series of articles)

by Miles Colean

The Chinese have an age-old custom of balancing the books and clearing up debts at the end of each year in order to start the new one with a clean slate and a clear conscience.

We haven't gone quite so far as that in America. Nevertheless, the combined influence of the Federal Bureau of Internal Revenue and of stockholders' needs for balance-sheet information has made the

annual summary and balancing of books a regular practice for most American businesses. The same practice is recommended for those who are giving serious attention to the business side of home ownership.

Such a periodic summary of accounts is desirable as a means of making sure that the individual accounts have been prepared correctly from the information

master account—the *Monthly Cash Account* (described earlier in this series). If total entries in the special accounts during the year do not equal totals in the *Monthly Cash Account*, some item has been omitted from the special accounts, or there is (or errors) in transferring information or in addition of the items has been made and should be corrected.

However, an *Annual Summary*, which is illustrated, has more important uses than the mere verification of your mathematical correctness:

It shows the relative importance of the different classes of expenditures.

It shows year-to-year changes in the amounts spent for different items and thus provides a guide in keeping any of them from getting out of balance.

It gives a sound basis for laying out a budget for next year. It provides the figures for determining the amount of equity which is accumulating; the amount of rent you would have to charge if you leased the house; and other helpful information in preparing your income tax returns, as will be described fully in later articles.

The *Annual Summary* should be prepared on six-column accounting paper, with a separate column used for recording the entries for each calendar year. This permits paring the information for a number of years on a single page in the account book and thus simplifies year-to-year comparisons.

A major separation should be made between the expenditures which the owner makes because he is the owner and those which are necessary simply because he is occupant of the house. These expenditures he would be expected to make whether he owns a deed to the property or not, or a lease, or even if he lived in

the house as a tenant on a month-to-month basis. The other expenditures are generally (although not always) the owner's responsibility.

The items under *Occupancy Expenditures* are taken from the special *Service Account*. This particular account is very elastic as to the number and kind of expenses it may be stretched to cover. It should at least include such items as heating and cooking fuel, electric current, and water. It can be used also to include miscellaneous, hard-to-classify ownership expenses, such as the Neighborhood Association charge.

The items in the *Annual Summary* under *Ownership Expenditures* are, with the single exception of the Neighborhood Association charge, all taken from the special accounts described in the previous articles in this series.

In the illustrative summary, these ownership expenditures are arranged so as to group together at the end of the list the three kinds of expenditures which add to or restore the owner's investment—amortization of the mortgage loan, replacements, and improvements—and also to keep the various financing expenditures grouped together.

In preparing the *Annual Summary*, totals should be computed at the year end for each column in each of the special accounts for taxes, insurance, mortgage payments, maintenance, replacements, capital improvements, and service expenses. These annual totals have already been shown in each account, including the *Monthly Cash Account*.

In some cases, especially the *Mortgage Account* and the *Service Account*, it is the totals from separate columns which will be summarized in the *Annual Summary* rather than the total for the entire account. Even for other ac-

(Continued on page 86)

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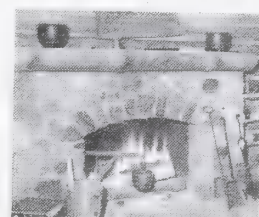
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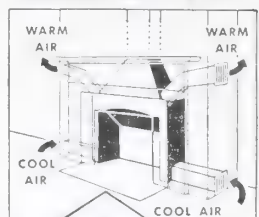
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YOUR ANNUAL SCORE CARD

CONTINUED FROM PRECEDING PAGE

counts, however, preparing totals in all columns will help in avoiding or in locating recording errors since the addition of yearly totals in the individual columns in each account should equal the yearly total in the "Total" column.

For homeowners whose mortgage payments also cover such items as service charges, property taxes, and insurance, some extra checking may be necessary before making annual totals in the *Mortgage Account* for use in the *Annual Summary*. These homeowners will find it wise to obtain from their mortgagee his record of the outstanding unpaid balance of the mortgage at the year end.

If the balance which the mortgagee reports is not the same as the outstanding balance shown by the *Mortgage Account*, the mortgagee should be asked to show the division of the payments made to him during the year into the various sub-items: principal, interest, taxes, property insurance, mortgage insurance premium, and any other charges covered by the mortgage payment.

This annual checking may lead to corrections in the homeowner's records; and then, again, it is possible that corrections might be called for in the mortgagee's records. At any rate, any corrections needed should be made before the *Annual Summary* is prepared.

In the illustrative case a line has been devoted to *Special Financial Charges*. Many homeowners will be fortunate enough not to require this space. Others, however, will summarize on this line the payments for any or all of the following items: mortgage insurance on FHA-insured mortgages, monthly service charges required by the mortgage agreement, refinancing or other charges for extension or amendment of the mortgage agreement, and financing charges involved in time payments for home repairs or improvements.

After all of the annual totals have been copied (or combined and recorded) in the *Annual Summary*, the grand total of all expenditures during the year should be computed by adding together all of the ownership expenditures and the occupancy expenditures. This grand total in the *Annual Summary* should agree with the annual total in the *Monthly Cash Account* if the year's bookkeeping has been perfect.



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INFORMAL DINNER FOR EIGHT

CONTINUED FROM PAGE 69

rash promises about an inexpensive meal and no extra help. I have a problem to mull over. I must keep dinner uncomplicated, or I'll be one of those agitated hostesses, rushing in and out. And I want to have a good time and enjoy the bridge game. We'll have cards before dinner and make a sort of game-and-cocktail hour of it.

SOME years ago, I read a story about a famous hostess having dinner for twelve, with no one to do the serving. She sat at the head of the table and dispensed the entire dinner from a tea cart at her side. She did not once get up from the table during the dinner, and she had the dessert under her chair in an ice cream freezer. I have always wondered how that dinner really worked, what she had to eat, and how it tasted. It has always seemed like fun to try. So why not?

For dessert, I will have something already on the table as a decoration and not under my chair. I'll serve soup in front of the fire before they come to the table. Then a spaghetti dish, a casserole of veal, and some asparagus vinaigrette will complete the menu.

When I get this far in my planning, I check what we have on hand and do the ordering. Whichever way you plan the mechanics of a dinner is the best way, if it is convenient for you, but I always work from the dessert backward. Because I don't drink coffee, I am always forgetting to put out those dear little cups and spoons, if I don't plan the dinner in reverse.

So, Friday morning, after the house is dusted, I will set the table. Cold, juicy, delicious apples are so good with cheese and nuts, so decorative and so simple a dessert. If you have a red tablecloth it can be most effective with red apples and a red-coated Edam cheese. Keep the apples in the refrigerator until it is time for the guests to arrive, but have the setting all ready at the last minute. Put a flat bowl in the center of the table with a little water and arrange some green leaves. I use cabbage leaves, or any leaves that are fairly large in scale. The water keeps them fresh. In the middle of the green arrangement set a medium-size Edam cheese, cut in wedge so that it is easy to serve. If you have difficulty in making the cheese stay together, run in some toothpicks at the bottom. Cover the

cheese with wax paper until it is time for the guests to arrive. Scatter mixed nuts around, and don't forget the nutcrackers. There is something about the crunch of the apples and the cracking of the nuts that makes a pleasant and cozy atmosphere.

The coffee maker is made ready and put on a side table with those dear little cups and saucers and spoons. The cream pitcher is filled and in the refrigerator. Dessert plates, knives, and sugar are on the side table. So, with soup in the living room and dessert on the table, it will be necessary to get up only once to remove the dinner plates, spaghetti and casserole dishes.

Wine glasses plus knives and forks and plates are all that will be needed. I use my Stede ware plates which are reproductions of eighteenth-century pewter. (This metal, which looks like pewter, is amazing. You can actually *cook* in a service plate.) In serving the dinner, if you put four plates at the spaghetti end of the table and four plates at the casserole end, then you are not all bunched together at one end of the table helping yourselves to the food. For I'll ask my guests to serve themselves before they sit down.

Chianti wine and bread sticks will be pleasant and traditional assists to this dinner.

Having done the ordering earlier in the week and all the marketing on Thursday, on Friday morning I tie myself to the kitchen and start preparing the dinner. I have huge, oversize coffee cups and saucers, and I use these for soup. They are husky enough so that the men do not mind juggling them. You can have the soup in front of the fire or at the card tables if your guests must finish that rubber before dinner.

Swedish Fish Ball Soup

- 2 cans Lighthouse Fish Balls, by Swedish Preserving Union Ltd., Goteborg, Sweden
- 3 cans Chicken Broth (Derby brand by Derby Foods, Chicago)
- 1 can Pioneer Minced Clams (packed by G. P. Halferty, Seattle)
- 1 small onion, minced
- 2 cloves of garlic, finely minced
- 2 heaping tablespoons chopped parsley
- 1 small carrots, finely diced
- 1 scant cup dry white wine (Wente Bros. Sauvignon Blanc or Pinot Blanc)
- 2 scant teaspoons tarragon vinegar

Rinse out the tins of chicken broth with a little water and boil with the wine, garlic, onion, carrots, and juices from the fish balls and clams for 15 or 20 minutes. Add vinegar and half the parsley and boil another ten minutes. This can all be done in the morning. Be sure to store the clams and fish balls in

covered dishes in the refrigerator. Just before serving, bring to a boil, add fish balls, bring to a boil again, and then add the clams and the rest of the parsley. Serve at once. The cups are all ready with spoons on trays and all you have to do is pour in the bubbling chowder.

There are 14 fish cakes to a tin, so that makes 28. In dishing these up you can allow 3 for each guest, with an extra for the men. Put a couple of water crackers on each saucer. Carr Table Water Biscuits, made by Carr & Co. Ltd., Carlisle, England, are some of the best I have ever found.

I ask the gals to help clear away the soup cups while I put on the casserole and asparagus and brew the spaghetti.

Most of the work for the veal casserole can be done the morning of the dinner.

Veal Beronio

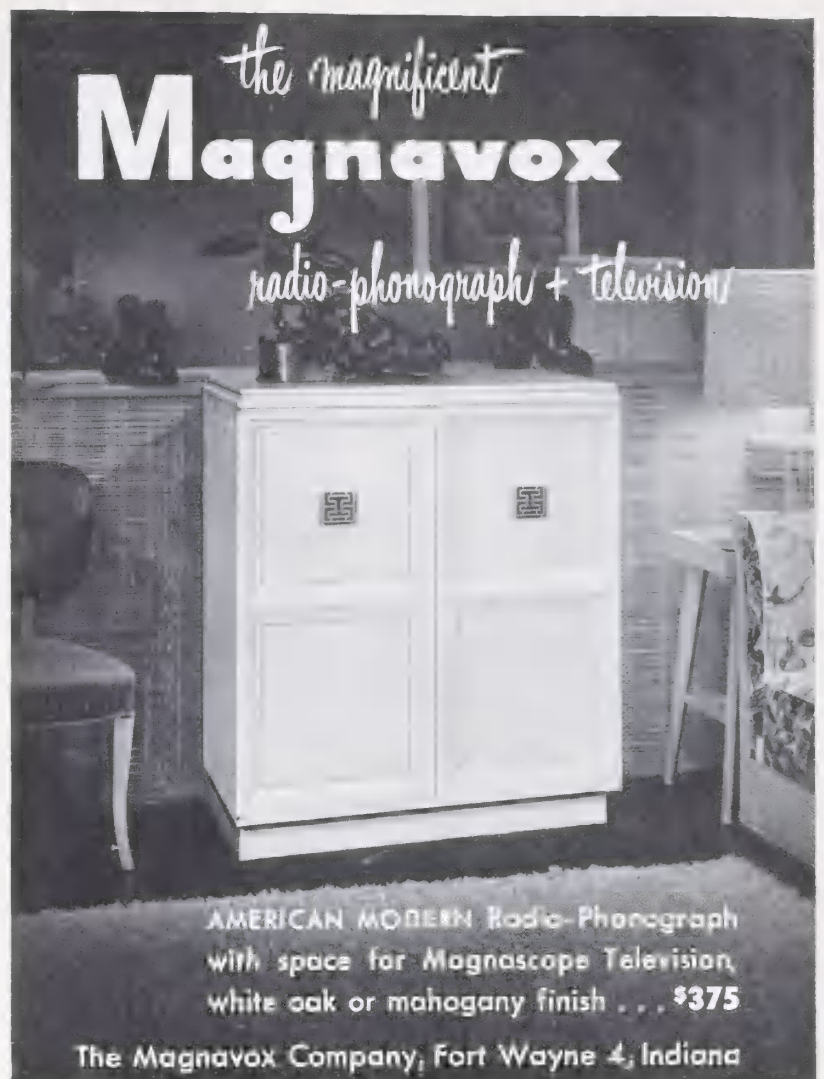
- ¼ pound butter
- 3½ pounds thinly sliced veal
- 1 rounded tablespoon tomato preserves
- 2 tablespoons either French or Italian Vermouth
- 1 cup dry white wine (Wente Bros. Pinot Blanc or Sauvignon Blanc)
- 2 heaping tablespoons chopped parsley
- 2 cloves finely minced garlic
- 1 can Chicken Broth (Derby brand)
- 3 level tablespoons flour

Have the butcher slice the veal very thin. No matter how carefully it is done, I always seem to have to cut out all the sinews and fat. Cut the slices in small pieces, about 2 by 3 inches. Brown in butter. This takes quite a bit of time. When it is done, put meat in an earthenware casserole that has a cover. Meanwhile, lightly brown the minced garlic and remove from pan. Put it in a separate dish for the moment. Pour off remaining butter to use when you do the spaghetti. Melt the tomato preserves slowly, then add the white wine and vermouth. In stirring, be sure to get up all the brown from the bottom of pan.

Pour the chicken broth into the electric blender, add three level tablespoons of flour, and whiz up for a few seconds. Slowly add this to the wine and tomato preserves. Put on low heat, add parsley, and stir until it begins to thicken. Stir in garlic and pour over the veal. Set the casserole in a cool place. Two hours before you are ready to serve it, put it in a cold oven, set temperature control at 275° F. and turn the heat on low. You do not have to worry about it again until time to eat. Some like the addition of mushrooms, but that is up to you. Personally, I like just the veal.

The next dish to prepare is the
(Continued on page 88)

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INFORMAL DINNER FOR EIGHT

CONTINUED FROM PRECEDING PAGE

asparagus. This must also be done in the morning so that it can marinate or stand in the sauce for a long time.

Asparagus Vinaigrette

- 3 cans asparagus (I use S & W All Green Mammoth)
- 1 to 2 tablespoons tarragon vinegar
- ½ cup French dressing
- ¼ teaspoon freshly and coarsely ground pepper or Spice Islands Java Cracked Pepper

Open the tins at bottom very carefully and drain off the juice. This you can use later in a soup. Slowly pour some water over the asparagus, then drain this into the juice. Store the juice in the refrigerator in a covered container. Remove the asparagus gently from the tins and arrange on a large round platter. Pointing the tips to the outside rim makes an attractive arrangement. Do not have any spear on top of another. Pour French dressing over them until there is about a quarter of an inch of dressing in the bottom of the platter. Be sure to shake the dressing well before it is poured on, for it must be well mixed. Dribble over the tarragon vinegar slowly and carefully so that each spear receives its share. Sprinkle generously with the Java Cracked Pepper. Cover the dish with wax paper and keep in the refrigerator until ready to serve.

French Salad Dressing

- ¼ cup Spice Islands Sweet Basil Vinegar
- 1 small clove of garlic
- 1 shallot or 1 green onion or 3 slices from a small dry onion
- 1 scant teaspoon salt
- 1 teaspoon sugar
- ¼ teaspoon Spice Islands Beau Monde Seasoning
- ¼ teaspoon paprika
- ¾ cup good olive oil

Mash garlic and onion in mortar with a pestle, add sugar, mash some more, then add salt, pepper, paprika, and Beau Monde, and mix well. Put this into a two-cup Pyrex pitcher and add vinegar. Stir this and slowly add the oil, stirring vigorously all the while. Store in a bottle and shake well before using. The dressing improves with a day or two of standing.

Spaghetti is such a fun dish. I have prepared it many ways, and one of these days I'm going to pull myself together and write them all down. The only trouble is that I like it so much that I never know when to stop eating it. This particular recipe was made in our kitchen years ago by a Sicilian friend of ours named Angelo. The children are always asking, "Mom-

my, when may we have Angelo's spaghetti?" So we have named it after him. I hope I can explain the technique so that you can get the picture of how it is done.

Spaghetti Angelo

- 10 ounces of spaghetti
- 8 eggs (one per person)
- ¾ cup grated cheese (Parmesan or whatever cheese you like. If you use "rat-trap" cheese, allow a heaping cup)
- 2 heaping tablespoons chopped parsley
- 1 teaspoon salt
- ¼ teaspoon Java Cracked Pepper
- ½ pound butter
- 1 clove garlic, finely minced
- 1 large shallot, finely minced, or
- 1 tablespoon chopped onion

The only disadvantage of this dish is the fact that it must be prepared just before eating. You will have to finish eating your soup first and then go out to whip up the spaghetti. But you can make the process quicker if you chop enough parsley, garlic, and onion for the spaghetti early in the day when you're chopping it for the other dishes. Store in the refrigerator.

Just before serving the soup, put the spaghetti into boiling, salted water. If you use coil spaghetti, be sure to stir it once or twice. If you use long spaghetti, put one end in boiling water, and as it softens gently press down until it coils around the pot. In this way you do not break the spaghetti. Drop in a lump of butter, put the lid on slantwise and let the spaghetti boil according to directions, or about 20 minutes. Break the 8 eggs into a bowl.

Have on low heat your largest frying pan with the butter and any butter drippings left from the veal dish (if there were any) and put in the parsley, garlic, shallot, salt, and pepper. Pour the beaten eggs in the pan, then add the cheese. Stir constantly until the cheese is melted. This is the tricky part of the dish, for the eggs must not cook. If they do, the dish becomes a fancy scrambled-egg number. As soon as the cheese is melted, drain the spaghetti and put the hot spaghetti into the egg mixture and stir as if you were mixing a salad, lifting it up with spoon and fork. After it is well mixed, pour at once into a hot serving dish and take to the table.

As I have said before, the gals can bring out the soup cups and put on the table the casserole of veal and the asparagus as you are whipping up the sauce for the spaghetti. You can come in, flushed but triumphant, bearing the spaghetti. Try this a few times on the

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family and you will be surprised how simply and quickly you can assemble the dish.

To utilize the juice from the asparagus, here is a simple soup that you can give the family next evening for dinner.

Cream of Asparagus Soup

Juice from the canned asparagus
1 can chicken broth
1½ cups milk
¼ teaspoon curry powder
½ clove garlic, minced
3 slices onion from small onion, finely minced
1 pat butter

Melt butter in pan, add curry powder, and stir until dissolved, add onion and garlic until lightly browned, then add the other ingredients. Bring nearly to a boil and serve.

In my travels I have found many cooks preparing simply delectable dishes, but unfortunately the choice of the menu has not been good. No matter how delicious one dish is, if it does not go with the rest

of the dinner it is not as enjoyable. I have formed a theory that some of the basic seasonings of a dinner must tie in. For instance, in this dinner we have the same basic seasonings in two or three dishes. The white wine is the same used in both the soup and the veal. The tarragon flavor is also in the soup and the asparagus. You can't overdo this, of course, or you get too much of one flavor, but you don't want too many varied ones, either.

In serving pre-dinner drinks for this little party, I'll have a small table set in the corner with Scotch, bourbon, gin, and vermouth, sparkling water, ice, a pitcher of water, a pitcher for mixing martinis, and some lemon peel. Bob or the guests themselves can mix the drinks. Since we'll be playing cards, I'll dispense with juicy, hard-to-handle canapés. Olives and crackers are enough to nibble on while bridge and Canasta are going on before dinner.

HOW TO LEAVE HOME AND LIKE IT

CONTINUED FROM PAGE 24

Stop Here

Should you be driving to Florida this winter, you will want to add to your glove-compartment library "Ray A. Walker's Recommendations," a conscientious listing of the better motor courts both south and north in the eastern part of the United States. Though less bulky than some road maps, it lists 312 resorts catering particularly to the motorist, each approved only after annual inspection. It includes, besides easy-to-use location maps, tidbits on where to eat, tips on reservations, rates, customs, and a smattering of route and sight-seeing highlights. "Recommendations" can be obtained for only a dime by writing Ray A. Walker, Haverhill, Mass.

Cruise Time

The current cruise season tends toward more cruises and longer. Whether this is because people really have more money to spend or because they would rather spend that extra 15 per cent on more travel than on the transportation tax charged to closer ports, only cruise time will show. There are plenty, of course, to whom the regular and comparatively brief Caribbean and South American sailings of Alcoa, Grace, and Standard and United Fruit will be escape enough. Others welcome the fact that Moore-McCormack has added Trinidad to its itinerary, making possible

an eleven-day outing, going by one ship, returning by another, with nine delicious days at sea, two ashore. But if you have four weeks or more to spend, here are excellent ways to spend it:

112 days—American President Line. "President Polk," from New York January 6, for around the world. \$2,716 up.

80 days—Cunard White Star, "Caronia," from New York January 12. West Indies, South America, Africa, and the Mediterranean. \$2,400 up.

57 days—Bergen Steamship Company. "Stella Polaris," from New Orleans March 3. Holy Year Mediterranean Cruise, from \$1,310.

54 days—Cunard White Star, "Britannic," from New York Jan. 28. Mediterranean Cruise, \$1,350 up.

50 days—Holland America Line, "Nieuw Amsterdam," from New York February 7, around South America. \$1,490 up.

47 days—Delta Line. "Del Sud" and "Del Mar," from New Orleans January 5 and January 19, to Rio and back. \$940 up.

47 days—Exprinter sea-air tour around South America, sailing Moore-McCormack, flying Pan American, leaving New York every other Thursday, \$1,466 up.

45 days—Bergen Steamship Company. "Stella Polaris," leaving New Orleans May 8. Mediterranean Cruise, from \$1,030.

45 days—American Export Lines.

(Continued on page 94)

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HOW TO USE PLANTS AS SCREENS

CONTINUED FROM PAGE 55

2. Relate the height of the planting to the width of the bed. As a general rule, the height of mature planting should be about $1\frac{1}{2}$ times the width of the bed. For example, when the bed is 10 feet wide, the planting should be about 15 feet high; where the bed is 4 feet wide, the planting should be about 6 feet high. This is just to give you some idea of what to plant and should never be adhered to slavishly.

3. Since the bold outcurves automatically become the high points in your planting, plant the widest, and consequently the highest, points of planting so that they will occur in just the right position to screen out either undesirable objects or overlooking windows that invade your privacy.

4. If it is not possible to screen out everything objectionable from all points in the garden, decide on the most important spots to have privacy. This may be the view of the living room windows or an outdoor terrace. It is almost always possible to arrange the screening and vistas to give the maximum privacy at that point. In other words, you can arrange your garden scene like a stage setting in the theater as it is seen from the front.

5. Note that high points or outcurves are not used at the corners of the lot. This is quite a common mistake in planting for privacy. The piece of lawn cutting in deeply toward the corner greatly increases the illusion of depth and does not diminish the privacy gained next to the house.

6. The bold outcurve by itself won't give depth and spaciousness unless it is strongly supported by high and relatively heavy planting. Always use the heaviest foliage (shrubs with the largest individual leaf) at the center of the boldest outcurve, and the weaker and lighter planting in the bays.

7. The shrubs at the outcurve should be well dressed down to the ground. Don't place a bed of herbaceous planting out in front of the outcurve. Let the line of shrubs come right to the very front of the bed at the widest point. Either annuals or perennials used at this point, while they make a pleasing picture in the summer, produce a very undesirable winter effect by flattening the curve of the bank of shrubs, thus reducing privacy,

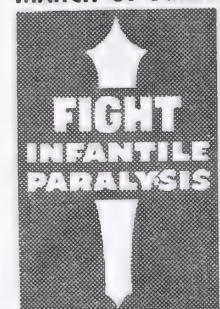
and throwing the whole structure completely out of whack.

8. You will notice that in the plan (page 55) a tree or group of trees is shown pretty much in the geographical center of each of the outcurves. This should be taken as a basic rule. It gives accent and focal point as well as additional height just where it is needed. For each position, plan a tree which, when fully grown, is at least $1\frac{1}{2}$ times in height the widest portion of the bed. In order to keep the tree from being overwhelming, secure one that, when grown, will be preferably not more in height than three times the width of the bed.

9. When planning to use free-standing trees and shrubs, be sure to inquire as to the mature size and rate of growth of each of the species or varieties you select so that you can arrange your planting accordingly. If you choose a tree or shrub that will greatly exceed its position and then try to keep it back by pruning or clipping, you destroy its natural grace and beauty. So you lose the very effect you have been striving for in making a free-growing planting instead of just using a hedge.

10. Be sure your trees and shrubs are suited culturally. Choose plants which will grow well in your type of soil and with the amount of moisture you plan to give them. Then group together shrubs which need the same conditions. Here is one of the conspicuous advantages of a free-growing planting over a hedge planting which goes all the way around a garden. One side of a garden might be shady and the other sunny. One might be drier than the other, and so on. In your planting of free-growing shrubs you can make allowances for this by choosing shrubs which thrive under the various circumstances. But a hedge, being all of one kind, will just look ratty where unsuited culturally.

MARCH OF DIMES



JANUARY 16-31



Wire fences don't have to be bare strands and pipes. You can add pattern by what you do with top, bottom, and mid railings. Then your fence becomes an important part of the garden design. Landscape architect: Thomas Church.

"Good fences make good neighbors"

CONTINUED FROM PAGE 55

PHOTOGRAPH BY MAYNARD PARKER



Chainlink types of fences offer positive protection against intruders without affecting breezes. Here's a way to make the fence look more friendly (these are rugged, can support heavy vines). Landscape architect: Edward Huntsman-Trout.

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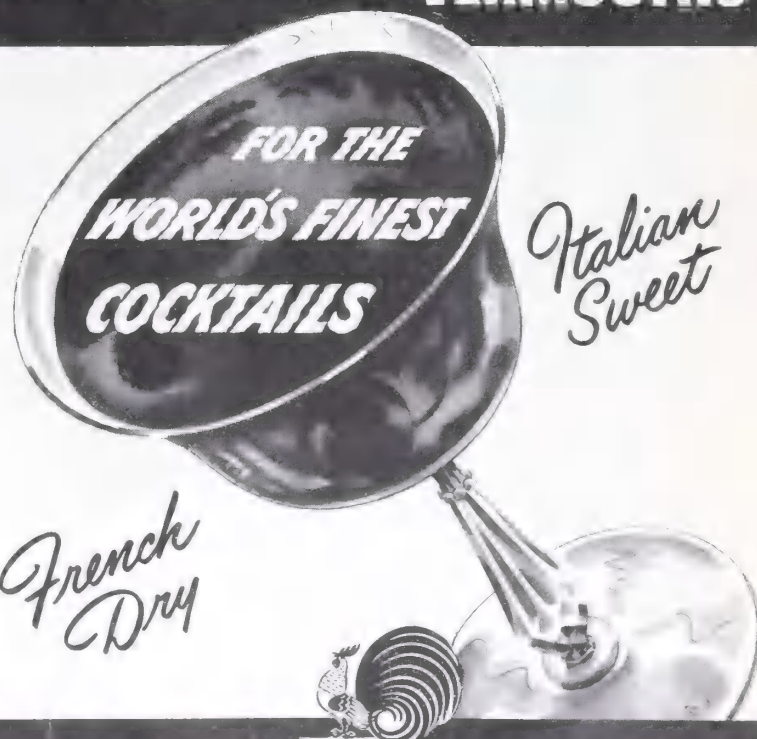
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PANTRY SHELF NEWS

Brighten your New Year all year round
with these unusual viands, old and new

by Julie Polshek

Every hostess I've ever encountered is forever hunting for new and unusual cocktail snacks. All the way from Texas come some zesty miniature chicken tamales, wrapped in corn shucks in true Mexican fashion, which will bring bravos from your guests, and a special round of cheers from the male contingent. Have plenty on hand when you serve them. The evening I tried them out on a small cocktail gathering, four sippers went through two dozen of the peppery tidbits in short order, ignoring the other snacks I'd provided until they hit bottom on the tamales. You'll understand why when you start your own nibbling. As you bite into the little fellows, after popping them out of their shuck, you first encounter the cornmeal "shell." Inside this is a large nugget of peppery ground chicken meat. They are flavored and seasoned to perfection—just the right "heat" to whet the appetite for more tamales and more drinks. The little lady down in Texas responsible for these unique homemade snacks has an artist's touch with tamales. They come canned in a peppery broth that keeps them moist and flavorful. Just immerse the can in boiling water for fifteen minutes and they're ready to serve. Each inch and a half long miniature is tied into a husk at one end. You can either snip off the

tied end before putting them on the serving dish or you may provide cocktail picks and let cocktailers unwrap their own. Then watch them disappear. A can of 24 tamales costs \$1.20, from Simon David, 4311 Oak Lawn Avenue, Dallas, Texas.

My self-appointed tasting squad went so all-out for the Stuckey's sherried pecans sent me from Georgia for sampling that I was lucky to get in on the sampling myself. I immediately sent away for a jar for my own pantry shelf to use, among other ways, as a demi-tasse sweet. Subsequently, they've found their way atop dishes of ice-cream and frozen right into ice-cream, too, as well as on iced layer cakes. The large, tender halves of choice Georgia pecans are rolled in a delicately spiced granulated sugar, blended with fine sherry wine. The sherry's flavor goes right to the heart of the nut meat and softens its texture—the meat has much the texture of a roasted chestnut. The recipe for this delectable confection originated with Stuckey's. Try them and you'll join in my praise of their brain-child. The 16-oz. jars are vacuum packed to keep the pecans at the peak of their goodness and freshness. They cost \$1.75 a jar, and they can be ordered from Stuckey's, Eastman, Georgia.

I had hardly finished smacking my lips over this delectable pecan product when Stuckey's produced another example of their food artistry—Georgia Country Ham, of all things. Versatile people these Stuckeys. What a ham! My one complaint, if you can call it such, was that my guests kept coming back for thirds the night I served it. Not that I blamed them, or lagged far behind, for the flavor and texture of the meat are enough to create a stir among any dinner group. When warm, the juicy, butter-tender smoked ham tastes almost like fresh meat. The smoking is mild as a breeze—its fragrant aroma is just enough to enrich the meat's superb flavor.

Stuckey's hams are sugar-cured by a process they've evolved from long tests. It's nothing short of perfect. The unique curing process takes weeks and weeks. After the curing, the hams are moved to the smoke house where they hang from the ceiling over beds of hickory and oak coals until they've taken on just the right amount of smoke. It's real, old-fashioned, country-style ham Georgia style. When you taste it, you'll know why the inimitable flavor of Georgia hams has become a tradition in the South.

Please, when you get the ham, follow the pre-baking and baking instructions word for word. The results, you'll agree, are worth every minute of the extra time it takes to prepare the ham for baking. It would be sacrilege to treat such a ham otherwise. Stuckey's hams range from 10 to 18 pounds each, at most 95¢ per pound (plus shipping charges). Stuckey's, Eastman, Ga.

Another confection that won loud acclaim from every one who partook of it, is an unusual date and nut loaf. The recipe is an adaptation of a native New England recipe. The superb flavor is authentic but unlike its time-honored ancestor, the Mary Demers' Homemade Date-Nut Roll is not perishable. It can be kept in the refrigerator for weeks, ready for slicing (if you're lucky enough to hold it to it for more than a day or two). The ingredients noted on the box include marshmallows, milk, and graham crackers, but edged by its rich, rich taste and dense texture you'd guess it was made wholly of dates and walnut pieces. The imported, choice Sair dates have a rich flavor far beyond ordinary dates, and the fine ingredients certainly do tell in the taste. The loaf slices like a dream. Slice or cut the loaf into thin strips, roll them in powdered sugar, and you have a delightful and un-

usual confection to accompany tea or other beverages. For dessert purposes, you may top slices with whipped or ice cream, or try combining either topping with sieved steamed dates, spiked with a spot of rum, when you want a company flourish. Another variation is to slice the loaf lengthwise, sandwich whipped or ice cream between the slices and top it off with an "icing" of the same. However you serve it, I prophesy they will be back for more. The one-lb. loaf costs \$1.50; there's also a two-pound gift-packed loaf for \$2.90. Both from Mary Demers, 39 College Road, Wellesley, Mass.

The world of canned foods is truly becoming an epicurean market place that brings choice regional delicacies from far and wide to our door steps. The case in point is the savory Jean LaFitte Laugh-Eat Creole foods from New Orleans' old French quarter, where they were born. The culinary mastery of the old Creole chefs has become legendary, and they are at their best in this distinguished group of canned foods. The tantalizing flavor of the famous Louisiana seafoods and masterful use of seasonings that has given Creole cookery its far-flung fame make these canned delicacies delectable eating. Survey the offerings: Shrimp à la Creole, a zesty combination of Gulf shrimp and Creole sauce. Serve it on mounds of flaky, steamed rice or use it as a sauce for baked fish. The Creole Gumbo, like the Shrimp Creole, is served on a bed of rice. It's a spicy, thick concoction of shrimp, okra, and other vegetables, which is well known to every one familiar with Creole dishes. Next comes bisque of shrimp, a rich, thick soup par excellence, concocted from ground shrimp and Creole seasonings. More spicy is the crayfish bisque, one of New Orleans' most famous dishes. The tender crayfish meat you find ground into the soup comes from the rice fields of Louisiana. A third bisque of truly epicurean stature is made from lobster meat. Its delightful flavor is brought out by the sherry it contains. Equally unusual is the Creole turtle soup with sherry wine, which is made from finned Gulf Sea Turtle that is unique in possessing four different types of meat. The final member of this soup family is Creole oyster soup of plump Bayou oysters. You can get six cans of any one of these seven delicious concoctions or six assorted ones for \$2.75; 12 cans for \$5.25. Creole Food Co., 615 Rue Chartres, New Orleans 16, La.



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HOW TO LEAVE HOME AND LIKE IT

CONTINUED FROM PAGE 89

"Four Aces," from New York fortnightly, Mediterranean cruises. \$850 up.

43 days—American President Line. "President Wilson," from San Francisco January 21, trans-Pacific cruise. \$1,415 up.

38 days—Moore-McCormack Line. "The Brazil," from New York January 12, to Rio and back. \$990 up first class; also "Carnival in Rio" cruises January 26 and February 9. \$1,205 up first class.

30-36 days—Alcoa Steamship Company. Windward and Leeward Island trips by freighter. \$580 up.

33 days—Canadian National, "Lady Nelson," from Boston January 14, British West Indies, from \$513.

23 days—Bergen Steamship Company. "Stella Polaris," from New Orleans January 7 and February 6, Caribbean cruises. \$645 up.

Bring Home Something Acadian

Not least among the many pleasures of an early-spring visit to Louisiana's Teche Country is a comparatively new one—that of shopping for Acadian handicrafts. The Acadian homemaker, making up by industry for what she lacks in facilities, has long produced her own textiles. Now through the Louisiana French Program sponsored by the Louisiana State University, she is being encouraged to turn her skills marketward. According to Louise V. Olivier of Arnaudville, field representative for the project, the most popular products are hand-spun, hand-woven rugs most pleasingly contrived from a combination of white or tan nankeen and dyed cottons, the largest, 36" by 54". \$7.50 to \$8; blankets such as each Acadian little girl receives for her dowry, up to \$18; tufted and ribbed

spreads, 78" by 108" with fringe, \$50; striped drapery materials, \$3.75 a yard. Also popular are woven palmetto crafts—fans, flower gatherers, place cards, baskets, from 50 cents up; and hand-sewn, wonderfully delicate infants' wear: dresses and caps, \$3 up; sacques, \$3.75. You can brief yourself for wise selection at the Acadian Handicraft Exhibit Building, Shreveport, or at display rooms at both the State Capitol and the University campus, Baton Rouge. An Acadian Handicrafts label guarantees authenticity, quality.

Where in the Teche Country?

Acadian Handicrafts are not for sale outside of Louisiana. But of the 25 shops within the state which carry them, many are along the Evangeline route you will almost inevitably take should you turn west at either Baton Rouge or New Orleans for a circle through this most alluring part of the state.

One of the most active is the Prince Murat House in Baton Rouge itself. There is another at Opelousas, where you begin to get the Louisiana-French flavor and to understand why this area buys a third of the nation's buggy output. You'll find more at Sunset; at St. Martinville, where Evangeline's heart broke; at Lafayette, where Southern Louisiana Institute experiments with unbelievable iris, lusty amaryllis, super sweet peas, and fountains of bougainvillea; at New Iberia on the Teche itself whence you drive out to see Mr. McIlheney's Avery Island, at Thibodaux, and Houma.

There are assorted hotels and motor courts at Opelousas, Lafayette, New Iberia. For Creole cooking, plan a mealtime stop at the Didee, Opelousas. Try crayfish

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PHOENIX TABLE MAT CO. CHICAGO 7

bisque at the Bridge Cafe on the banks of the Teche at Breaux Bridge. Order chicken and oyster gumbo—it's all a matter of how much *file*, you know, and when to brown the flour—at Don's Seafood Inn in Lafayette, and similar dishes plus shrimp cocktail and Louisiana strawberries at Broussard's and the Poor Boy Riverside Inn on the highway just out of Lafayette. Order steak or seafood at Franklin. And in Abbeville, buy French bread at Colomb's Bakery, even if you have to nibble it from the loaf. For old mansions: Franklin, New Iberia, Lafayette. For gardens: Avery Island and Lafayette, both in Mouton Gardens. And all over town: camellias in January, azaleas in February.

Seaside Golf

The championship course dear to those who have made the Ponte Vedra Club their Florida headquarters, will be even more so this winter. Due to the fine hand of Robert Trent Jones, golf architect supreme, greens have been enlarged, seaside dunes recontoured. The Club, midway between Jacksonville and St. Augustine on AIA, spreads from the ocean to and around a palm-fringed lagoon, set with palm-fringed Ninth Green Island. Its facilities are varied: the California-style Inn, where rates begin at \$10 with meals, \$4 without, up to February 11, \$18 and \$12 after; the Early American innlet, \$8 up after February 12, apartments \$12 up for two, European plan only; and Lagoon Apartments, five rooms furnished, \$200 per month until March 1, \$350 after March 1, less on a season or annual basis, \$150 additional any time for hotel services including utilities. Non-resident club memberships including use of the Bath Club are \$10 plus \$2 U.S. tax per year, or \$1 per day; greens fees for house guests and members, \$3.50 per day.

The Taj at Last

For the first time since the war, Jos. Cook & Son, through its Bombay office, announces a variety of l-expense, conducted journeys rough India, transportation, hotels, meals, and descriptions to the right and to the left included. They are for six, 16, and 20 days. They start from Bombay and may be ended from the arrival of steamships or planes. The two six-day itineraries concentrate on Pakistan, from Lahore to the Khyber Pass. The 20-day tour should cost around \$700 for each of two trav-

eling together, but devaluation of the British pound has made all foreign travel costs something to re-check. This shows you Jaipur, Delhi, Benares, Calcutta, Madras, Bangalore, the progressive native state of Mysore—and the Taj Mahal.

Escapes

Would even two weeks away from it all help? You'll be amazed to find just how far away you can get in two weeks, even less. Here is a random list of current escape trips, all brief, all carefully set up to relieve you of dull care like making reservations, checking luggage, or arranging sightseeing. Any travel agent can suggest these and similar trips. Prices quoted are absolutely minimum, may change with world events. All start from New York unless it is otherwise stated.

Bermuda—7 days by air from New York, Boston, Philadelphia, Washington, Baltimore, and others, with choice between air both ways and one way by air, the other by ship. Around \$200.

Arizona—4- to 11-day treks by limousines from Tucson or Phoenix, all-expense from \$156 for 4 days to \$307 for 11 days.

Hawaii—by air, 9 days with 7 days on Oahu at Royal Hawaiian Hotel, around \$450 from Seattle-Tacoma.

Caribbean cruises—10 days and up from New Orleans, 11 days and up from New York, beginning around \$200.

London, Paris—10 days, time divided between the two, \$120 to March 31, plus air fare from hometown to Paris and return by way of London.

Deep South and Gulf Coast—10 days by rail and motor coach: Vicksburg, Natchez, New Orleans, Gulfport, Biloxi, Mobile, \$167.50.

Guatemala—8 days from New Orleans by air: Guatemala City, Antigua, Lake Atitlan, Chichicastenango, \$185.63.

Skiing in the Austrian Tyrol—16 days, by air from New York, destination St. Anton, Zuers, or Kitzbuehel, \$790; including 3 days in Paris, \$825.

Florida—15 days, rail and motor coach circle down one coast, up the other, \$157.

One or two-time Caribbean cruises—"Nieuw Amsterdam," 13 days, January 6 and 21, \$369; "Veenendam," 10½ days, February 7, \$195; "Italia," 14 days, January 10, \$350; "Mauretania," 14 days March 4 and 21, \$200. "America," 16 days from New York, West

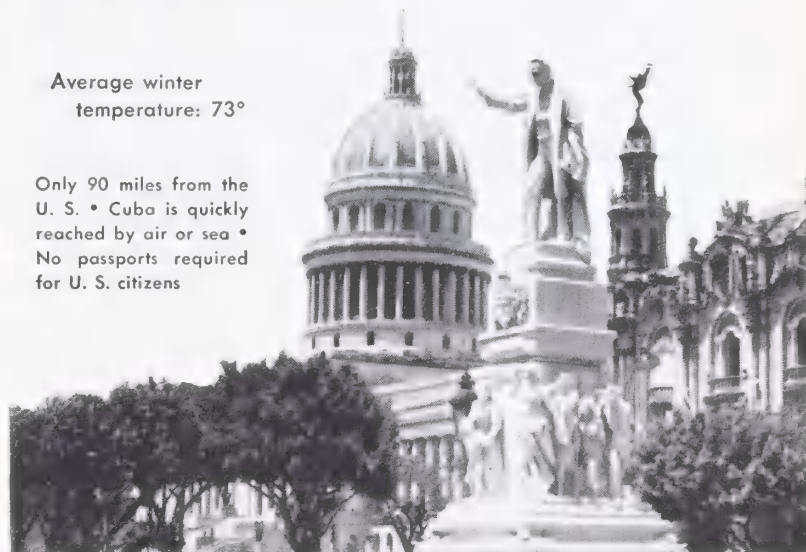
(Continued on page 96)

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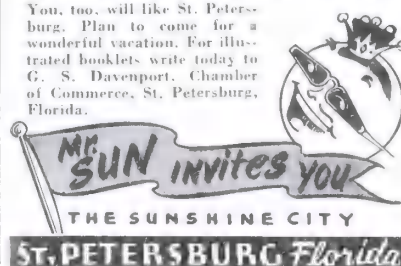


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HOW TO LEAVE HOME AND LIKE IT

CONTINUED FROM PRECEDING PAGE

Indies, South America, Panama, February 4, \$440.

California—16 days by rail: Grand Canyon, San Francisco, Yosemite, Monterey, Santa Barbara, Los Angeles, \$567.40.

Mexico—15 days from Chicago by rail: 9 days in Mexico City with side trips, \$249.95.

French Riviera—2 weeks by air, time divided between Paris and the Riviera. Around \$800.

Whatever the type of direction of your escape, it will be more so if you follow the advice given in "Wardrobe Hints—a Guide for Travelers." It's a new booklet prepared by the International Travel Department of the American Automobile Association which is right in there with escape trips of all sorts, by car and otherwise, and available to members through local AAA clubs.

WAHL SNYDER HOUSE

CONTINUED FROM PAGE 76

Here are the materials and equipment Architect Wahl Snyder used in the construction of his own house.

FOUNDATION: reinforced concrete.

STRUCTURE: concrete block and poured concrete.

EXTERIOR WALL SURFACES: concrete block, stuccoed cement.

INTERIOR WALL SURFACES: plaster.

FLOORS: precast cement tiles on precast concrete joists.

ROOFING: built-up pitch and pea gravel.

FLASHING: copper gravel stop and drip.

WINDOWS: aluminum casements—Ware Laboratories, Inc., Miami, Fla. Wood awning-type windows—Gate City Sash & Door Co., Ft. Lauderdale, Fla.

GLASS: D.S.B. window, 1/4" plate. SCREENS: bronze mesh.

DOORS: flush fir plywood, hollow-core.

HARDWARE: Schlage Lock Co., San Francisco, Calif.

PLUMBING FIXTURES: Crane Co., Chicago, Ill.

HEATING: wood-burning fireplace, electric wall heaters in bathrooms, water heater—Hotpoint, Inc., Chicago, Ill.

INSULATION: rock wool.

KITCHEN EQUIPMENT: refrigerator, Kelvinator—Nash-Kelvinator Corp., Detroit, Mich. Range, Hotpoint—Hotpoint, Inc., Chicago, Ill. Cabinets—"Florida Maid."

LAUNDRY EQUIPMENT: washer—Bendix Home Appliances, South Bend, Ind.

PAUL MOORE HOUSE

CONTINUED FROM PAGE 81

These are the materials and equipment used in building the Paul Moore house in Coral Gables, Florida:

FOUNDATION: reinforced concrete.

SUB-FLOOR: concrete slab.

STRUCTURE: concrete footings and structural frame; concrete block filler walls; curing compound, "Mastercure" Master Builders Products Corp., Cleveland, Ohio. Interior partitions and roof frame: wood, treated with Celcure—Celcure Wood Preserving Corp., Jacksonville, Fla. Ventilating block—Geo. Munday Ventilating Block Co., Miami, Fla.

EXTERIOR WALL SURFACE: stucco and native coral rock, Tennessee crab orchard stone—Crab Orchard Stone Co., Nashville, Tenn.

INTERIOR WALL SURFACE: plaster and native stone. Partitions, wood frame with plaster and plywood panelling.

ROOFING: built-up roof covered

with flat white cement tile of local manufacture.

FLASHING: copper.

WINDOWS: aluminum Awning Type Windows, Inc., Opalocka, Fla. Wood shutters—Pro-Tect-U Jalousie Corp., Coral Gables, Fla. Glass shutters—Air Vue Products Corp., Opalocka, Fla. Aluminum storm shutters.

GLASS: D.S.B. standard and plate—Pittsburgh Plate Glass Co., Pittsburgh, Pa.

SCREENS: frames and cloth, aluminum. In living room and porch, aluminum louvered screen—Warp Bros., Chicago, Ill.

EXTERIOR PAINT: Sec Mfg. Co., Miami, Fla.

FINISH FLOORING: Marbleite—Three Star Industries, Inc., Miami, Fla. Ceramic tile in baths—Mosaic Tile Co., Zanesville, Ohio. Rubber tile in kitchen—Armstrong Cork Co., Lancaster, Pa. Asphalt tile in maid's room, Kentile—David E.

(Continued on page 106)

YOUR HOUSE IN FLORIDA

CONTINUED FROM PAGE 80

It's damp

So far, so good! All very simple! Now comes the big "But." Florida summer heat is humid. The Trade Wind is full of ocean moisture. The ground is damp, the foliage in your garden has drops on it, your things are wet. Dew is heavy on summer mornings. A thunderstorm will drench your house every other day, on the average, during July and August. And you will have innumerable showers. Then, spattered raindrops shed a sort of water-dust—tiny droplets that float in the air and get in your things. Much of Florida is swamp and big warm lakes. Everywhere the underground water is close to the surface. Well, you get the idea! It's damp!

How damp your heat is determines how you feel, how you live, how you dress, and how you should build your house. It can be tough on your house. It breeds bacteria, fungus, insects that attack wood. It can be tough on your things. Metals rust; woolens and leather pick up mildew. Blankets, draperies, clothes that you store away carelessly—you won't love them in December as you did in May.

And it can be tough on you. Dr. Siple says there is a definite, sharp limit to the heat and humidity one can take with any comfort. Once it gets beyond that, no trick clothing, no fancy housing can make you feel right. Well, the Florida summer does go beyond that limit part of the time. But most of the time, it stays just below that limit. This means you can make yourself comfortable, if you know how. But if you make mistakes, it's tough on you.

They know how to dress

You want nothing hot near you—no water heater, no hot roof, no sun-heated wall, no glaring terrace. Architect Wahl Snyder says you want to draw the air into the house across a shaded lawn. You will want to go very easy on work, even the so-called "light work" of housekeeping. Men are more sure than women that the Florida summer is okay, even without air conditioning. Men don't cook. You want to plan the kitchen for the least possible heat spillage and heat radiation. You want it breezy, and you want a type of kitchen range that isn't bothered at all by a lusty puff of wind.

Most of all, you want breeze. Florida summer air has almost no cooling power because it is both warm and moist. (Hot air that's dry, say Arizona summer air, can have great cooling power, because it picks moisture off your skin so fast. In the desert, a puff of wind feels almost cold.) So, to keep you cool, lots of air must flow past your skin every minute. It must flow over all of you, pick off a little heat everywhere. Florida people dress accordingly. Speaking with the customary exaggeration, you'd say *no* man in Florida wears a coat, a necktie, or a hat all summer long: *all* women wear sunback, sleeveless dresses. *Every* driver uses those straw back rests that let air get in between you and the seat.

Florida summer air is quite oppressive when it is still. In motion, it is very pleasant. It is, after all, just like that South Sea Island people sometimes dream about. It's balmy, soothing, relaxing. A puff of wind doesn't chill you. It caresses you. If your skin is damp, you don't feel clammy. *Nobody* in Miami bothers to come in out of a little rain. Your cotton clothes won't get hurt, and damp clothes don't feel chilly. All this has probably a deep effect on your nervous system. You don't feel a desire for shelter and enclosure the way you do in less balmy climates. It washes out the difference between indoors and outdoors. The world around you seems more friendly. You are more relaxed. The future seems less important, the present more so. Florida summer air is good for worriers.

The breeze is the thing

You want to design your Florida house the way you pick your clothes: *Wash everything with air*. You want breeze through your rooms, breeze through your closets. Siple says you should ventilate the insides of wall, floor, and ceiling structures. Architect Snyder is against the customary use of plaster, with an air space between the plaster and the wall proper. He says, "Don't have *any* spaces that are not ventilated." In Florida, the wind's the thing.

The play of the winds

Florida is lucky in its winds. It is the wind, really, that makes that golden coast one of the
(Continued on page 98)



Note the generous size of Springfield's all-mahogany magazine step table shown . . . length 28½", width 18½", overall height 26". Top shelves hold current magazines with older issues stored below. Ample space for reading lamp, ash tray, glasses. The entire Springfield line is characterized by a delicate combination of beauty and homey utility. See Springfield pieces at leading stores in major cities, or write for name of nearest Springfield dealer.



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YOUR HOUSE IN FLORIDA

CONTINUED FROM PRECEDING PAGE

world's most favored spots. These winds are a combination. First, there is always the Trade Wind; it wants to blow day and night from the Northeast. Secondly, there are those breezes you always get where land and water come together: a *sea breeze* in the daytime, as air flows to the sun-heated land from the cooler ocean; a *land breeze* at night, as the air flows out to sea from the cooled-off land. These two types of breeze sometimes work with, sometimes against, each other.

For Miami, the result is this pattern: The wind is normally from the East but, as the sun sets, this east wind slackens, for now the land breeze wants to blow to the ocean, while the Trade Wind wants to blow from the ocean. After midnight, it sometimes dies down altogether, or may change to a gentle drift from the North. But as the sun comes up again, the east wind begins to blow again. With the sea breeze helping, it may reach 20 to 30 mph by midafternoon. The hotter the day tries to be, the stronger is that east wind that keeps you cool.

Comfort is east-west

This makes it easy for the architect. The wind is from the East, the heat comes from the West. For it is the western sun that packs the wallop. To let the wind in and keep the heat out, all you have to do is open the house wide toward the East. Toward the West, have smaller windows, well shielded from the sun.

The wide-open room

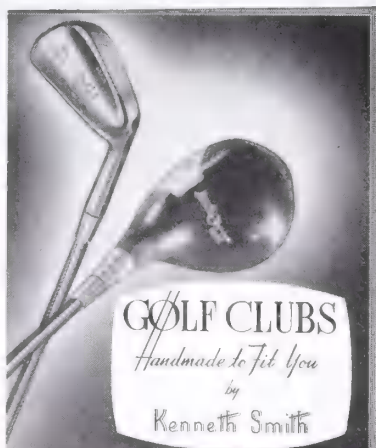
The good Florida house, as it is developing on the drawing boards of Florida's thoughtful, progres-

sive architects, is wide open to the breeze. Its main rooms have folding or sliding outside walls that disappear altogether. You keep the wall folded away much of the time, and live half-outdoors day and night. In this respect a Florida house has an easier time than the California house. The California night tends to be chilly. The Florida night is balmy. Even with one wall wide-open, you still need windows on the opposite wall: genuine cross ventilation. Even two windows cater-cornered won't fill the bill, says Architect Snyder; they would leave pockets of still air in the room. Inside the house, some rooms may be partitioned off only to transom height, with free air-flow under the ceiling.

These wide-open rooms are good to be in. You probably believe that they are comfortable physically. You may doubt that they are homelike in mood and atmosphere. That's because our national idea of Home has grown in a cool climate. Sentimentally speaking, home seems most homelike when a cold wind howls outside. That bland Florida summer air changes your ideas. The world does not divide itself so much into a challenging, harsh, stimulating, public world, and a relaxing, cozy, protected, private one. The whole world seems relaxing and good to you. So you don't feel the need for a wall to divide two worlds.

Sight control: privacy

But this wide-open house does have some problems. First, privacy—especially at night. Your own lights could put you on a regular stage! If you had glass walls, you would use draperies. With no walls, diaperies would flap in the breeze.



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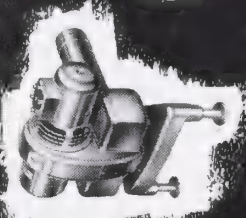
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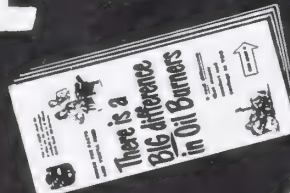
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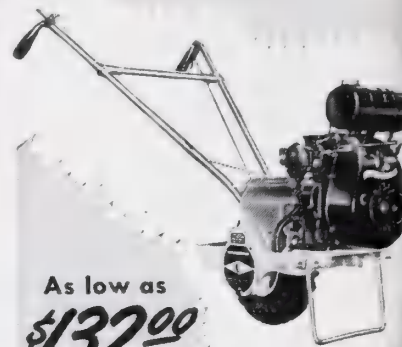
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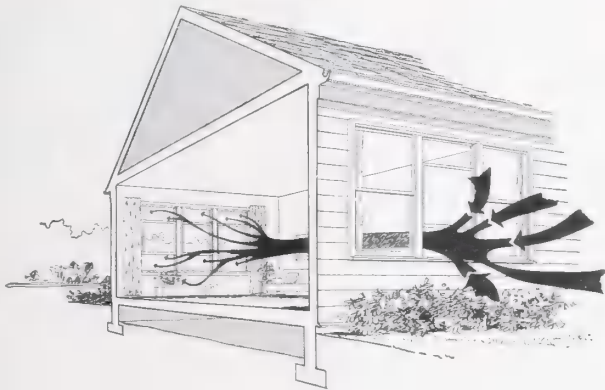


And, if the breeze were slight, the draperies would block it. So, it makes an extra-big difference in Florida what's east and south of you; who can see you; what you look at. Obviously, you would prefer a lot that has the street on the north or west. But if your lot has the street on the "wrong" side, your problems can still be solved by louvers. (See picture of a good louvered fence, at the property line, on page 61.)

Louvers and jalousies are an old element of tropical building—the louvered shutters of Latin Ameri-

you open your house so much to the wind, you want to be sure you can make the wind behave.

The wind comes in through your wide-open wall. You can, of course, close this wall, folding or sliding your glass doors to suit the day or the season. But the Florida house, as it is developing in the hands of Florida's most competent architects, works along different lines. You don't keep fussing with your glass wall. You adjust your breeze by opening or closing the outlet windows on the lee side of the house. (See this idea in Wahl



The breeze comes in like a lion, out like a lamb

can houses, the louvered door of the tropical hotel room. There's no reason why they should be used only in the traditional way: only in windows or doors, only horizontal, only in customary size. You can have them vertical. You can have them big—two feet to each slat instead of two inches. You can build them of stone or glass. You can have them straight or curved, movable or fixed. You can have a whole louvered wall; you can have a louvered garden wall. (There's a whole article on this subject on page 60.) The idea is always the same: Air will flow around a slight corner, but light goes straight. So, you can let breeze through, but stop the eye.

Wind control

Another problem of the wide-open house is wind control. Where

Snyder's own house, shown on pages 72-79.)

There is a big idea in this—a general idea that applies to all climates. When air flows through a house, it flows fast through a small window, slowly through a big one.

In like a lion, out like a lamb

Now, if it comes in by a small window, goes out through a big one, you have this effect: It comes in fast, as a sharp jet; it blows deep into the room. It may blow over lamps, pick up papers, and be generally rambunctious. Then it slows down and goes out through the big window, on the downwind or out-of-the-wind side, gentle as a lamb. This arrangement can be useful. On hot nights, when there is not enough breeze, that is how

(Continued on page 100)



In like a lamb, out like a lion

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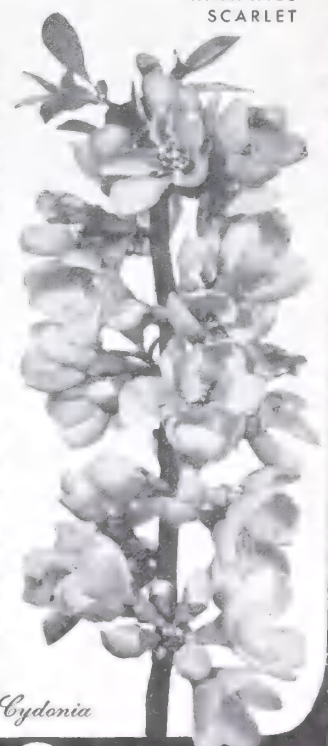
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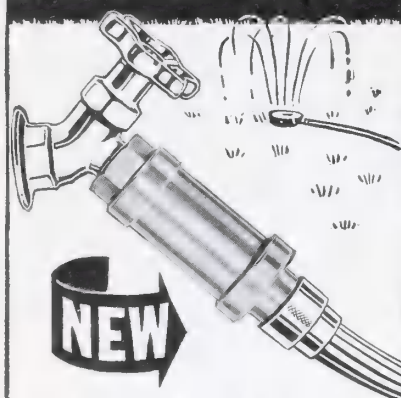
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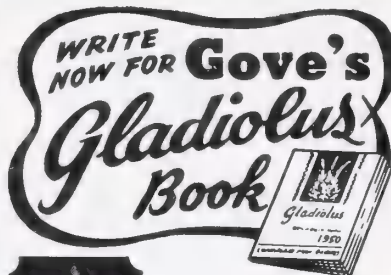
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YOUR HOUSE IN FLORIDA

CONTINUED FROM PRECEDING PAGE

you get the most breeze where you want it most. Open all the windows on the side of the house *away* from the breeze. Use only a small opening on the side toward the breeze. Place your bed, or your chair right in line with that small window, and let it blow on you.

In like a lamb, out like a lion

In Florida, there is usually enough wind. Their problem is more often the opposite one—how to make the breeze more gentle. So, they use the opposite scheme: take the air in by big windows—in fact, by those all-open walls. Let the air out through small windows. That way, the air comes in gently. It flows gently through the entire house. Then, approaching the small outlet window, it suddenly picks up speed and swishes out. If there is too much breeze, you can choke the airflow down by closing the *outlets* more. Less air can flow out, so less air comes in. And it still comes in gently. If you tried to choke it off by making the *inlets* smaller, then the air would come in through the smaller inlets with a much sharper blast, and would be much more annoying.

are hot. You get up, gently cussing, and open the window. These showers have a way of sneaking up on you quietly in the daytime, too. There is often no warning thunder, and it does not *look* dark and sinister, the way rain squalls look further north. Each shower comes with its own sudden wind, so it's sure to rain in. Florida architect Trip Russell says that you must count on rain coming down at a slant angle of 45-degrees like this



RAIN AT 45° ANGLE

You can't sleep

This gets to be a serious nuisance. After a week of it, you would be quite sure that something's got to be done. It also is a problem every time you leave your house. If you close the windows, the house will be hot when you come back. If you leave the windows open, it will be wet.

Rain control

Another problem of the showery Florida summer is this: most every night you are awakened by a rushing noise and you hear windows slam. Rain begins to blow in your window. Gently cussing, you get up and close the window. You go back to sleep, and wake up because you

PHOTOGRAPH BY EZRA STOLLER: PICTOR



• With the insect problem what it is in Florida, the tendency is more and more to screen whole walls instead of individual doors and windows. Here is an outdoor "room" that is walled and partly roofed with copper screening. This is an idea that would work just as well for hot summers in Kansas City, Nashville, or Washington, D. C.

For rain control, you might in the first place use floor coverings that can stand a slight wetting; ditto draperies, window walls, etc. You get much help from the wide, deep roof overhang that you need anyway for sun and glare control. The awning-type window is gaining in popularity for each pane shields the opening right below it. Insect screening also helps, strange as that may sound. Those wide-open rooms don't have screens right in their openings. Instead, you screen in a portion of the terrace or garden outside, with screen ceiling and screen walls, making it an extension of the room. Well, when the raindrops hit that screening, the force of their slanting fall is broken; they then drop more nearly straight down. But perhaps the best rain control comes from the wind control scheme discussed above—big inlets, small outlets. Don't let air rush into the house in rambunctious jets, but let it come in gently; then it won't blow the rain in so much.

Closets

Closets have a special ventilation problem. You need two kinds: one, airtight; the other, ventilated. The airtight ones you use for things you're putting away. The ventilated ones for things you are using. In the airtight one, you still have to use a "Damp Chaser." This is an electric heating rod. It puts out a very mild heat, so you can safely say it right among your things. By heating the air, it makes it drier. Now, if you have dry air inside a closet, moist air outside, you have to take care to keep the water vapor from seeping in. Through an ordinary brick or plaster wall, for example, water vapor would seep as easily as if there were no wall at all. Siple says line your closets with tin. Snyder says yes, but there is not a woman living who would accept that from the appearance standpoint. Use water-proof plywood. In principle, they agree.

Your ventilated closet must be big. You want to hang things loosely, with lots of air in between. It should be the walk-in type, says Snyder, who has given close study to Florida closets. It should have a door, and a window opposite the door. It should be on the side of the house where the windows are normally sucking air out, rather than scooping it in. For Miami, that means the west side. This arrangement takes care of the mildew problem for about nine months of the year. You simply leave window and door slightly open. During July, August, and

September, though, it won't work, Snyder says. There is too much of that water-dust around when it rains. Your air circulation then merely carries these droplets into your clothes. So, for the summer, your ventilated closet must be converted into an airtight one. This means, of course, that it also has to be lined with a vapor-proof material.

Condensation, alias dew

So, building our Florida house from the roof down, we need a big sun-resisting roof; and we need walls that are wide open to the breeze and yet control the breeze. Now, what about basement and foundation?

You want no basement. It would only be moist, from both the high ground-water level and condensation. To put the house on a concrete slab may not be the best idea either. It also is likely to cause condensation. You know how an iced drink, in any climate, makes water form on the outside of the glass. Siple's weather charts show that the summer air in Florida is so moist, it doesn't take an ice-cold surface to make condensation. Anything cooler than 70 degrees is likely to "sweat." Your foundations, stone or concrete floors and walls may get that cool almost any night. The night air gets down to only about 75 degrees. But at night the ground is always cooler than the air. So, in the morning your walls and floor are likely to be covered by a film of microscopically small water droplets.

Don't use bulk

Snyder says, therefore, don't use big, heavy masses of stone or concrete for walls or floors. They would hold heat or cold too long. Use thin stone slabs, no more than two inches thick. Be sure the underside, as well as the top side, is washed by plenty of air, so that it can quickly warm up in the morning as the air warms up.

Wash it with air

It is the same idea again: Wash everything with air. And the same goes for a wooden house: Get air underneath. Wood, too close to the moist ground, surrounded by stagnant, moist air, would rot quickly. Siple says put your house on stone or concrete pillars. To keep the under-house air space dry, shape the earth into a slight hill, so rain water can drain off if any gets blown in there during a shower. Make sure that the rain water off the roof does not seep into this under-house space.

(Continued on page 102)

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YOUR HOUSE IN FLORIDA

CONTINUED FROM PRECEDING PAGE

Rain water is worth saving

It may be a good idea, says Siple, to collect this rain water in a cistern. City water is probably hard (unless your city has a municipal softening system, which more and more Florida cities have). Rain water is soft. On the Florida Keys, people depended on rain water entirely until recently. Now water is piped out there, but people still use the soft rain water for bathing, hair washing, etc.

Put it on stilts!

But now, hold on to your hat. What you really should do, says Siple, is to put the house on high stilts: put it something like ten feet up into the air. Have the whole ground floor entirely missing—just open space.

A house on stilts! It sounds a bit grotesque, but it has its points in that hot climate. You get a big, shady, rain-protected space for outdoor living. You raise the house above that low layer of air that is always the hottest when it's hot, the coldest when it's cold, and the most humid at night. Most important, you raise your house above the surrounding hedges, etc., and get more breeze.

Actually, when Siple wrote this recommendation, the thing had already been done in several different styles, by several different people. And it can look well! It had been done all along the Gulf Coast in typical plantation houses.



It had been done by many pioneer settlers in Florida. They put their houses on high stilts: they did it mostly, perhaps, because there were alligators around then, and snakes, and scorpions, and also outlaw hunters and sullen Indians. But it also must have been comfortable, or they would have found some other way to protect themselves. At any rate, the house on stilts is actually an old Florida tradition, though a forgotten one.

Live on a ventilated hill

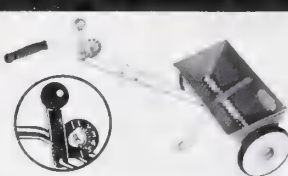
And it had been done by modern Florida architects. For example,



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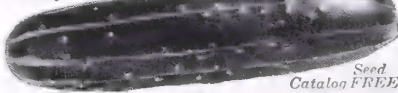
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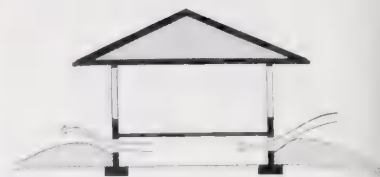
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Wahl Snyder's version: you might call it the Ventilated Hill.



The scientist and the artist

Trip Russell has built homes actually on stilts—dormitories for the University of Miami and housing developments elsewhere in Florida. He did it more for eye appeal than comfort: it *looks* more airy. But it also *is* more airy. And our taste is connected with how we feel. When you are hot, anything that *looks* airy looks beautiful. Those houses-on-stilts look better, actually, when you are there in the hot, humid air, than they do when you look at their pictures on a cool, winter day. So, Russell, giving artistic expression to the general idea, "Wash everything with air," comes to the same design as Siple. It's often so—the artist and the scientist, with different eyes, from different viewpoints, see the same thing.

Fall—hurricanes?

All this has been about summer. The spring and fall present no special problems, except hurricanes, most likely to hit in September or October. This is before winter visitors get there. Because most people have never seen a hurricane, they fear them too much. It's simply one helluva big wind—124 mph has been measured at Miami. Very heavy rain goes with it.

Miami architects know all about it: so do the local building codes. It makes no difference to the shape, style, or arrangement of the house. There is no need to build a fortress-like stone pile as people once did in the Bahamas. It's merely a matter of structure. The house has to be more firmly anchored to the ground, and all its pieces more firmly tied together. It does mean, though, that the Florida house can't have quite the airy light look of some California houses. And another thing: To protect your big glass area, you need window shutters. (See photographs on opposite page.) Instead of fixing them right at the windows, people find it more convenient to store them someplace—the place to be planned in planning the house. When a hurricane warning comes, you put those shutters on. They are aluminum and easy to handle. Then you call up your friends and throw a hurricane party.



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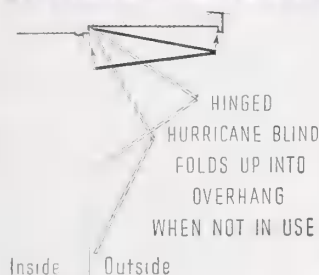
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Normal winter weather

The normal winter weather is much like the summer. The air comes as the same old east wind—Trade Wind and sea breeze combined—most of the daytime. At night, the northerly breeze is more frequent than it is in summer. Florida winter air is not genuine
(Continued on page 106)



■ One of the big problems of Florida housekeeping—where to store the hurricane blinds for the 11 months you don't need them—is neatly solved in this house. They just fold up into the overhang above the windows and lock there. If you have a house like this in the North, you might store storm sash the same way.

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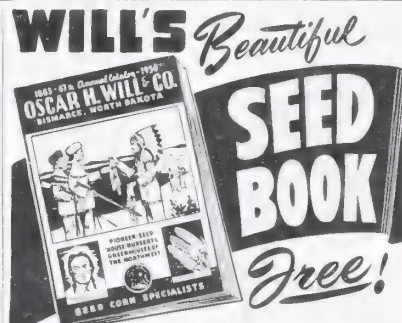
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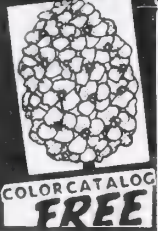
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152 ORCHARD CREST

What to look for in a rose

by Edwin F. Steffek



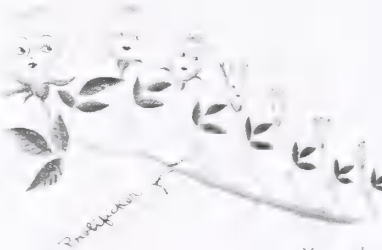
Not all varieties are equally hardy. Select only those which the experts have found will stand your climate. Don't try tender ones unless you live in a warm place.



Pest resistance is important. Good, strong varieties are seldom bothered by insects or diseases. Red roses are less attractive to Japanese beetles than light ones.



A rose should be fragrant. Notice how everyone smells a rose while examining it. Scent may be strong, illusive, spicy, tea-like, or musky as in many of the older roses.



You should get lots of flowers. There's no sense wasting time on kinds that bloom shyly or for only a short time. Prolific varieties are just as easy to grow as shy bloomers.

You will be happier next summer
if you depend upon this guide
instead of buying by color alone



You don't want plants that fall over in rain storms. Good, sturdy stems and thick, shiny leaves are needed to withstand the strong winds and pelting rain of summer storms.



Good form in flower and bud are of extreme importance. Buy only those which have a pleasing form from the time the buds color up until the petals finally fall off.



A good variety can stand the sun without fading, but if you aren't familiar with the best varieties, it would be a good idea to check your favorite nursery catalog.



Insist on number one plants—three stems 18 inches long, a good strong root system, plus plants that are free of all pests or mechanical injuries. They're cheaper in the end.

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The 2 Top Winners ALL AMERICA ROSE SELECTIONS for 1950



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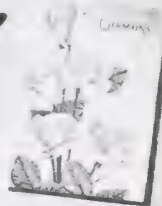
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YOUR HOUSE IN FLORIDA

CONTINUED FROM PAGE 103

tropical air; it is a little cooler and quite a bit drier; there are fewer showers, only one thunderstorm a month, on the average; fewer clouds. The thermometer goes up to 75 on the average day, and often to 85. But because the sun shines so much of the time, you feel even warmer. After sundown, you may want a fire—especially so because you wear light clothes. It's important in Florida to have a quickly responding sort of heating system—heat that comes on promptly when you want it, and turns off promptly. It's important also to get a good shot of early morning sunshine into the house, to take the night chill off (and in summer, to get rid of the early morning dampness). Fortunately, this is easily arranged in a house with big openings toward the East.

Comfort is north-south

But it can be horribly uncomfortable for the tourist, especially in some poorly designed tourist quarters without proper sun, without heat, or with heat that's sluggish coming on when you want it. In a well-designed house, these cold snaps present no problem. It is fairly easy to design against this winter cold and at the same time keep the house comfortable for summer heat. Here again, Florida is lucky. In summer, as we have seen, comfort is an east-west proposition. Heat from the West, cooling breeze from the East. Now in winter, it is a north-south proposition: the cold wind is from the north. Luckily, those cold days are clear; and the sun, in winter, is about half-way up in the southern sky, and shines deeply into all southern windows. So, for most of the day, your north wall keeps the cold out and your south windows let in the heat. You need artificial heat only for mornings and evenings, and you don't need very much of it, as long as it comes on promptly when you want it.

So there is your Florida house. It's no Cape Cod cottage, but why should it be? It's not in a Cape Cod climate. And neither is it a Mediterranean villa. Some Florida local codes say it should be. But the Florida climate is not at all like the Mediterranean. Florida is humid and flat; most Mediterranean countries are on the arid side, and mountainous. The Mediterranean winter is cool and rainy. The Miami winter is warm and



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sunny. The Mediterranean summer is warm and very dry. The Miami summer is hot and very damp. So why should your Florida house be Mediterranean style? Real style in houses as in people comes from the inside out. A Florida house should be Florida style and no other.

PAUL MOORE HOUSE

CONTINUED FROM PAGE 96

Kennedy, Inc., Brooklyn, N.Y. Linoleum, Armstrong Cork Co., Lancaster, Pa.

HARDWARE: locks — Russell & Erwin Div., The American Hardware Corp., New Britain, Conn. Butts—McKinney Mfg. Co., Pittsburgh, Pa. Closers — Chicago Spring Hinge Co., Chicago, Ill. Track—S. Harvey Mfg. Co., Palm Beach, Fla. Closet hardware—Knap & Vogt Mfg. Co., Grand Rapids, Mich.

PLUMBING: Fixtures—Crane Co., Chicago, Ill. Heaters—Thermador Electrical Mfg. Co., Los Angeles, Calif. Illuminated medicine cabinets—Miami Cabinet Div., Philip Carey Co., Middletown, Ohio.

HEATING: oil burner — Timken Silent Automatic Div., Detroit Axle Co., Detroit, Mich. Convectors—U.S. Air Conditioning Corp., New York, N.Y. Circulator — Bell & Gosset Co., Morton Grove, Ill. Thermostatic regulators — Minneapolis-Honeywell Regulator Co., Minneapolis, Minn. Supplementary heaters: electric portable—Westinghouse Electric Corp., Mansfield, Ohio. Water heater—Westinghouse Electric Corp., Mansfield, Ohio.

VENTILATING: attic fan, "Ilgaire"—Ilgaire Electric Ventilating Co., Chicago, Ill. Kitchen exhaust fan, "Fasco"—F. A. Smith Co., Rochester, N.Y.

HEATING INSULATION: Alfol blanket. Alfol, New York, N.Y.

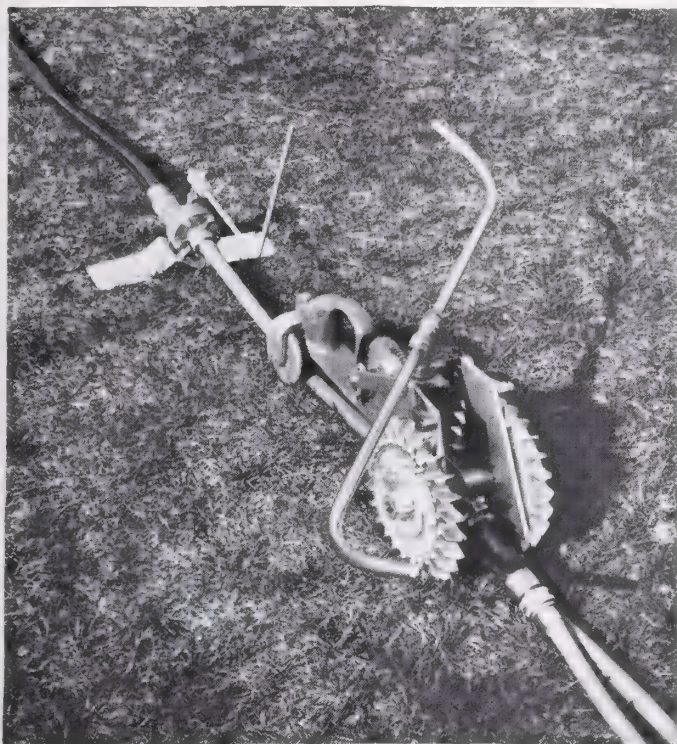
LIGHTING: flood lights—Westinghouse Electric Corp., Pittsburgh, Pa.

ELECTRICAL WIRING: rigid conduit—Westinghouse Electric Corp., Pittsburgh, Pa.

KITCHEN EQUIPMENT: refrigerator, range, home freezer, electric sink—Westinghouse Electric Corp., Mansfield, Ohio. Built-in freezer units—Deepfreeze Co., North Chicago, Ill. Cabinets—Youngstown Mfg. Co., Warren, Ohio. Formica tops, Dishwasher, Hotpoint—Hotpoint, Inc., Chicago, Ill.

LAUNDRY EQUIPMENT: washer, dryer — Westinghouse Electric Corp., Mansfield, Ohio.

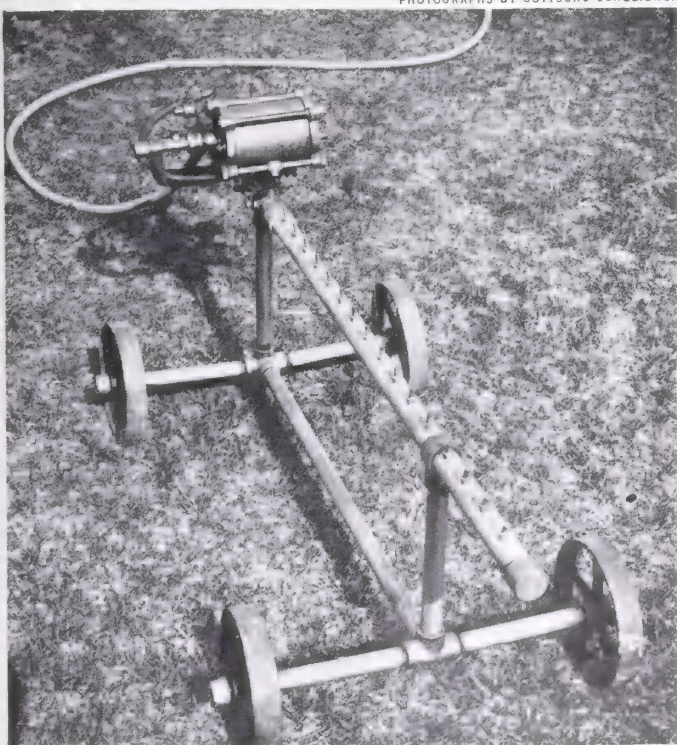
OUTDOOR PAVING: flagstones—Crab Orchard Stone Co., Nashville, Tennessee.



Did you ever forget to move your lawn sprinkler—or shut it off? Then you will be interested in this waterer that propels itself along your hose—even follows any curves you lay out—and shuts itself off when it bumps the rod set in its path.

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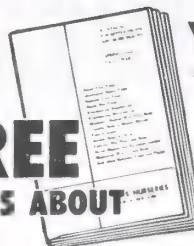
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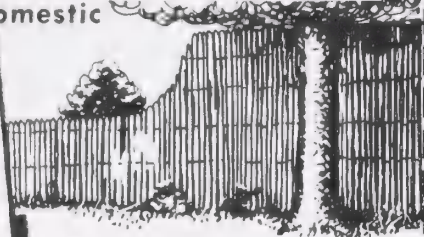
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THE MAN BEHIND THE HOE

SCIENTIFIC RESEARCH is seldom aimed at problems of the amateur gardener, yet many benefits come our way. No story of practical garden applications developing from fundamental research is more fascinating than that of the growth-regulating chemicals or plant hormones as they are often called. This story was the subject of a recent three-day symposium I attended on the beautiful campus of the University of Wisconsin. Some of the highlights may interest you.

WHY PLANTS TURN TOWARD THE LIGHT. Charles Darwin, who was an able botanist aside from his research on evolution, was among the first to study why leaves turn toward light. He thought there must be some chemical control, but it wasn't until a few years ago that this was clearly established. Now we know that natural growth chemicals, continually made in the tip of the plant, move downward through the stems. When the plant receives light from one direction only, the chemicals become more concentrated on the shaded side of the stem. This causes that side to grow faster, so the stem bends toward the light. You have seen this happen when starting seedlings in a window.

WHY ROOTS GROW DOWN, TOPS GROW UP. When these natural plant hormones pass into the roots they become more concentrated on the downward side. And here is the strangest part of the story: Instead of promoting growth as they do on the shaded side of the stems, they tend to inhibit growth on the lower side of roots. Then greater cell development on the upper side causes the roots to bend down. Thus a specific chemical makes roots grow downward.

WHY PLANTS BLOOM WHEN THEY DO. Root and leaf bud formation and fruit development now are known to be controlled by hormone chemicals. Experiments indicate that even flower bud formation and flower development may be conditioned by plant hormones.

HOW TO MAKE CUTTINGS ROOT FASTER. Speeding up the rooting of cuttings was one of the most practical applications of this fundamental research. Certain chemicals were found to increase the number and length of roots produced by cuttings dipped in the preparation before they were placed in the propagating medium. Today cheaper and better plants are produced by the use of these root-inducing chemicals.

HOW TO GROW SEEDLESS FRUITS. Seedless tomatoes were first produced by treating the stigma of the flower with a natural growth chemical extracted from pollen. Then it was found that certain synthetic chemicals would do the same thing. Out of this work have come chemicals, now available from every garden supply store, that aid in the setting of tomatoes during periods of low night temperatures in spring or early summer. The fruits will be entirely seedless only if pollination is prevented, but the important result of the treatment is the earlier production of fruit.

HOW TO GROW BETTER APPLES. Synthetic plant hormones have been put to many tasks in the orchard. In recent years apple growers have been using a hormone spray in spring to thin the fruit. Then shortly before harvest the same chemical is used to keep the apples from dropping prematurely. According to reports at the Wisconsin meetings, thinning chemically not only improves size but sometimes makes it possible to make your biennial-bearing tree produce fruit every year.

HOW TO KEEP STORED POTATOES FROM SPROUTING. Botanists now believe that growth chemicals continually move downward from the terminal bud where they are made. This keeps the side-bud buds from growing. You have noticed how rapidly side buds develop once the terminal bud is pinched out. Taking this discovery as a tip, botanists have learned how to prevent the development of potato buds into sprouts with a hormone called a sprout inhibitor. We still have no chem-

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ical to delay flowering of fruit trees in frosty locations and prevent nursery stock from growing before it is set out, but it's coming.

PINEAPPLE MAGIC. In Hawaii pineapples are given one hormone treatment to encourage early and uniform flowering, another to produce an abundance of the suckers used for propagation, and still a third treatment to produce a more cylindrical fruit to better fit a can! One of the hormone-type weed killers is now being used experimentally to speed up decomposition of the tough pineapple plant following harvest.

HOW TO KILL WEEDS. Weed killing was far from the minds of research workers dealing with these chemicals even ten years ago. Then along came a new group of chemicals that often killed plants being used in experiments. 2,4-D is the member of this family which we have all used. In addition to controlling weeds in lawns, it is now applied to many crops of the grass family including grains, corn, sugar cane, and rice. The increases in yields obtained on millions of acres through better control of weeds is a monument to the ingenuity of the chemists and botanists.

HOW DO THESE CHEMICALS KILL PLANTS? We really don't know. The weed killers speed up respiration in the plant so its food reserves are rapidly depleted. The saying that plants sprayed with 2,4-D grow themselves to death isn't exactly a correct picture of what happened, but certain life processes are definitely accelerated.

HOW TO KILL WEED GRASSES. Grasses not killed by the usual dosages of 2,4-D may be controlled with a newly discovered herbicide, sodium trichloroacetate, commonly called TCA. Although the nature of its action is not understood and is quite different from other weed killers, TCA can be useful for preparing a grassy piece of land for gardening the following season.

MOST AMAZING OF ALL. Retarding growth without otherwise hurting a plant now appears possible with maleic hydrazide, one of the newest members of the growth chemical family. This compound is not yet available and much must be learned before it can be widely used. I don't expect to retire my lawn mower and hedge shears right away, but if maleic hydrazide can slow down growth, I am all for it.—Keith C. Barrons

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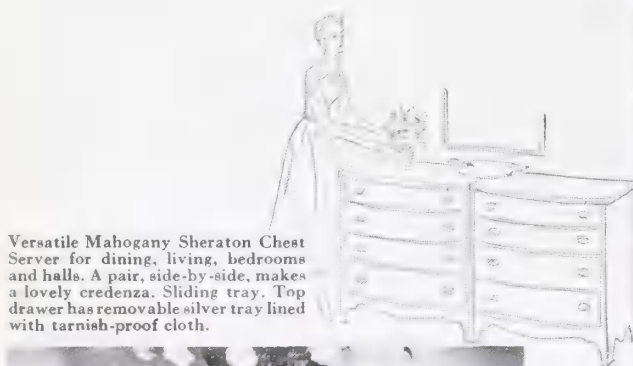


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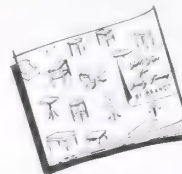
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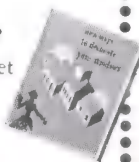
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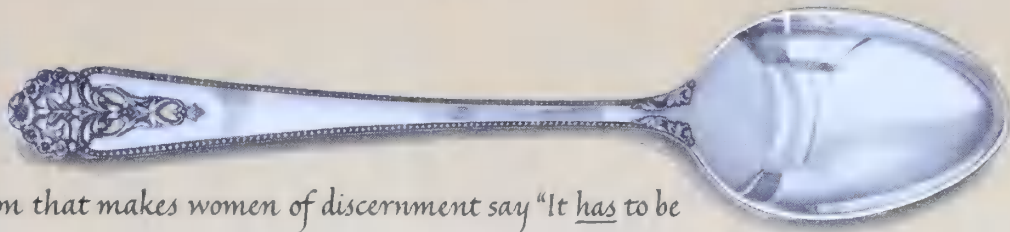
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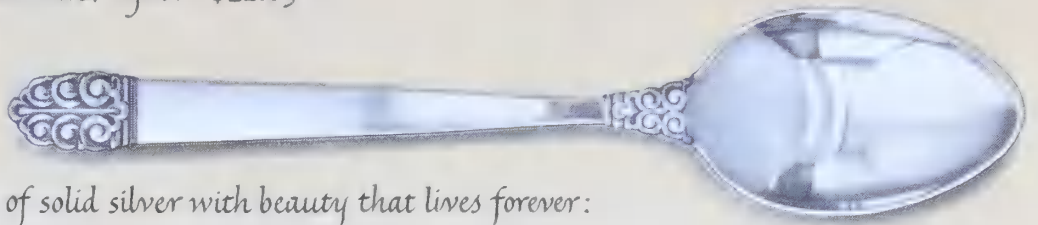
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HOUSE BEAUTIFUL IS PUBLISHED MONTHLY BY HEARST MAGAZINES INC., 572 MADISON AVE., NEW YORK 22, N.Y. WILLIAM RANDOLPH HEARST, CHAIRMAN OF THE BOARD; RICHARD E. BERLIN, PRESIDENT; EARLE H. MCHUGH, VICE-PRES.; JOHN RANDOLPH HEARST, VICE-PRES.; GEORGE HEARST, VICE-PRES.; FRED LEWIS, VICE-PRES.; & TREASURER; JOHN K. HERBERT, VICE-PRES.; ALICE MOORE, VICE-PRES.; ROBERT E. HAIG, VICE-PRES.; RICHARD A. HOEFER, VICE-PRES.; R. F. MCCAWLEY, SECRETARY. COPYRIGHT 1950 BY HEARST MAGAZINES INC. ALL RIGHTS RESERVED. ADVERTISING OFFICES: 1773 MADISON AVE., NEW YORK 22; 1132 PARK SQUARE BLVD., BOSTON 30; 224 WEST MADISON ST., CHICAGO 6; 1712 FISHER BLDG., DETROIT 2; 720 EUCLID AVE., CLEVELAND 14; 1709 WEST 8TH ST., LOS ANGELES 14; 1400 HAVERTY BLDG., ATLANTA 3. SUBSCRIPTION PRICES, UNITED STATES AND POSSESSIONS, \$5.00 FOR ONE YEAR; \$7.50 FOR TWO YEARS; \$10.00 FOR THREE YEARS. CANADA, \$5.50 FOR ONE YEAR. PAN-AMERICAN COUNTRIES AND SPAIN, \$6.00 FOR ONE YEAR. OTHER FOREIGN COUNTRIES, \$10.00 FOR ONE YEAR. FOR CHANGE OF ADDRESS, GIVE OLD ADDRESS AS WELL AS THE NEW, WITH POSTAL ZONE NUMBER IF ANY, AND ALLOW FIVE WEEKS FOR CHANGE TO BECOME EFFECTIVE. MANUSCRIPT MATERIAL SUBMITTED WILL BE HANDLED WITH CARE, BUT THE MAGAZINE ASSUMES NO RESPONSIBILITY FOR IT. NO UNSOLICITED MANUSCRIPTS WILL BE RETURNED UNLESS THEY ARE ACCOMPANIED BY FULL RETURN POSTAGE AND A RETURN ENVELOPE. THE FOLLOWING TRADE MARKS REGISTERED IN U.S. PATENT OFFICE: "HOUSE BEAUTIFUL'S BUILDING MANUAL," "HOUSE BEAUTIFUL'S BUYING GUIDE FOR THE BRIDE," "HOUSE BEAUTIFUL'S PRACTICAL GARDENER," "THE BRIDE'S HOUSE," "GOOD BUYS," "HOUSE BEAUTIFUL," "HOUSE BEAUTIFUL COMBINED WITH HOME & FIELD," "HOME & FIELD," "FIELD ILLUSTRATED," "BETTER YOUR HOME—BETTER YOUR LIVING," "WINDOW SHOPPING." RE-ENTERED AS SECOND-CLASS MATTER OCTOBER 25, 1943, AT THE POST OFFICE, N.Y., UNDER THE ACT OF MARCH 3, 1879. PRINTED IN THE U.S.A. BY THE CUNEO EASTERN PRESS, INC.

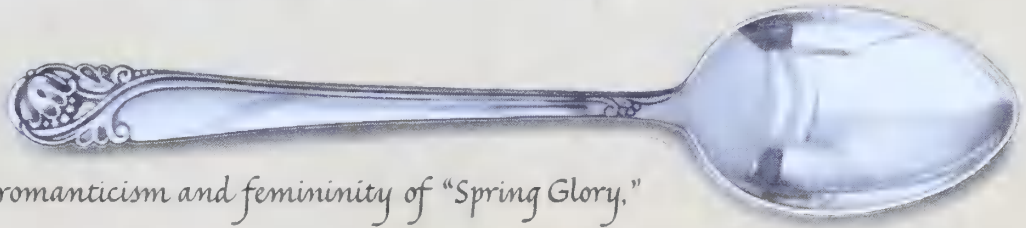
Yours To Treasure.....



...The work-of-art perfection that makes women of discernment say "It has to be Sterling by International": "Queen's Lace"... delicate, regal. \$22.63 *



...The lustre and richness of solid silver with beauty that lives forever:
"Northern Lights," splendor in the Scandinavian tradition. \$30.55 *



...The eternal romanticism and femininity of "Spring Glory,"
slim, graceful, unfolding into a single perfect flower. \$22.63 *



...The utter luxury, the superb artistry of this beautifully hand-detailed tea and coffee service, ornamented with the motifs of "Spring Glory"; \$1470 (Federal tax included).

Sterling by International

Created in the great traditions of Early American silversmiths
... in Connecticut since 1825



Architect: Ernst Payer, Cleveland, Ohio

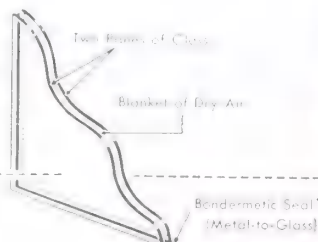
Snug...an inch away from winter

You can sit—and children can play—next to windows like this without feeling chilly. With *Thermopane** insulating glass, the inner pane stays warmer in winter. All your floor space is usable... there is no "low-comfort" zone. That means a lot in small rooms, especially. Another thing... with *Thermopane* you won't have your

view shut off by frost. The air space sealed between the panes of *Thermopane* minimizes condensation, cuts fuel bills, saves heat. And in summertime it helps keep heat *out*. Rooms stay cooler. *Thermopane* is available in over 80 standard sizes to fit most windows at low cost. For more details, write for our *Thermopane* book.

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FOR BETTER VISION SPECIFY THERMOPANE
MADE WITH POLISHED PLATE GLASS



Thermopane

MADE ONLY BY LIBBEY • OWENS • FORD GLASS COMPANY
4025 Nicholas Building, Toledo 3, Ohio

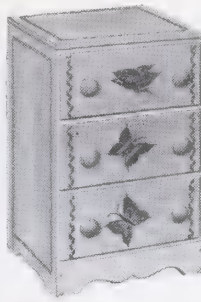


Before, Worth 50c

NOW Worth \$7.50



Before, Worth \$3.25



NOW Worth \$22.75



Before, Worth \$2.75

NOW Worth \$18.50



Before, Worth 75c

NOW Worth \$5.00



Before, \$3.50

Now Worth \$10.00

A little paint and 25c worth of rope for handles... and an old butter tub becomes a lovely container for toys, umbrellas, kindling, etc.

How to make a plain chest look as if it came from an expensive craft shop. Handsome design is easy to apply. Looks smart on either natural unpainted wood or bright enamel finish. Many designs to choose from.

A simple little table becomes a piece of striking nursery furniture, as smart as it is gay. Book guides every stroke of your paint brush.

An old coal scuttle can be painted with Pennsylvania Dutch designs, turned into an attractive magazine holder.

What charm green leaves and red stripes can add to a wooden salad bowl! A delightful one-evening project.

Let This Amazing New Book Show You

How to do WONDERS with a little COLOR!

Everything you need to know to decorate drab or unpainted furniture, walls, floors, fabrics, glassware, tinware, tiles, pottery, etc.—FOR FUN AND PROFIT!



360 ILLUSTRATIONS
468 DESIGNS
17 FULL-COLOR PAGES



Easy designs turn glass into artistic object.

NOW, you can transform old discarded objects into valuable gifts, triple the value of drab and unpainted furniture, add beauty and color to drapes, slip-covers, etc.

NO ART ABILITY NEEDED! This amazing new book tells you everything you need to know about color, gives you hundreds of designs to copy, helps you create your own designs—and then shows you how to apply these designs to furniture, glassware, metal, tiles, china, fabrics. If you tried to buy, in gift shops and folk art stores, the beautiful things shown in this book, they would cost you a small fortune. But now—simply by performing this book's "paintbrush magic" on old discarded furniture, containers, fabrics, etc.—you can create stunning new furniture, glassware, gifts, and art objects—for mere pennies! And have "the time of your life" doing it too!

**Hundreds of How-To-Do-It Pictures
17 Plates In Gorgeous Full Color**

"How to Use Color and Decorating Designs in 'The Home'" by Howard Ketcham is a brand-new book. It is a lifetime treasury of decorating designs which can help you beautify your home, make lovely gifts out of plain, undecorated objects, add new value to scores of ordinarily commonplace articles. It is also a complete manual of interesting new hobbies you may never have tried! Clear step-by-step instructions—PLUS hundreds of illustrations, charts, and full-color photos—make every detail easy to understand.

This book can also show you how easily you can make extra money too. For hand decorated antiques, glassware, tiles, etc. bring good cash prices—and hand-decoration is fast becoming one of America's most popular hobbies.

Pennsylvania Dutch, Swedish, Mexican, American Indian, New England—whatever your taste in decoration may be, whatever kind of "mood" or "effect" you wish to create, you will find many designs to delight you and help you in this book. You can reproduce them quickly and easily by tracing, stenciling, or any of the other basic methods described. Full directions on mixing colors, lettering, etc.

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Get this brand-new, beautifully-bound book for FREE 7-day trial. UNPROFIT, too—just return it, pay nothing, owe nothing. Otherwise send only \$1.95 plus few cents postage, and \$2.00 a month later to complete full payment. Mail coupon TODAY. Greystone Press, Dept. HB-2, 100 Sixth Avenue, New York 13, N. Y.



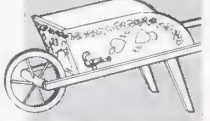
Holiday candle holders. Pour plaster into box, then decorate sides of plaster block.



Decorate old wine bottles. Ideal for knick-knack shelves.



Bent circle of tin makes handsome letterholder.



When this flower cart looks lovely on your lawn.



Two tulips make an easy but decorative design for tile trim.



Authentic primitive designs—clearly printed for copying or tracing.



Step-by-step pictures show how to surface a table-top with tiles.

PARTIAL CONTENTS

of this Handsomely-Bound, DeLuxe Volume:



Decor your doors for complete new charm and color.



Learn meaning of designs like this Pennsylvania Dutch motif.



Sample over-all design for drapes. Book shows how to stencil.



Hand-paint some tiles. Then "show them off" as the table-top of a tea wagon.

Color Does It—4 rules for grouping colors; 5 rules for color contrast; color chart for home decor; mixing colors; psychological effects of color; good color schemes, etc.

Creating Your Own Designs—Easy ways to draw flowers, birds, fruit, animals, human body; tracing designs; cutting stencils; how to use decals, decorative tape; etc.

Folk Designs From Around The World—Pennsylvania Dutch designs—how to make them, superstitions behind them; Swedish design and color; Indian, Mexican, and New England designs.

Lettering For Your Designs—Expert hints that make lettering easy; Gothic and Roman lettering; numerals; monogramming; stencil lettering; brushes, paints, and lettering pens; etc.

Decorating Furniture In Your Style—Portraying your hobbies in color; decorating a toy chest, old stool, old radio, coffee table, bed and night table; creating new furniture without hammer or nails; nail kegs into furniture, etc.

Adventures in Decorating Tinware—Turning a flour scoop into a novel candle holder; decorating canisters, coffee pot, watering can, bread box, hamper, trays, etc.

Painting Tiles and Pottery—Tiling a window sill, a children's table, a tea wagon; framing a fireplace in tiles; decorating tiles, painting on burnt clay; ceramic glazes; photographs, autographs on tile, etc.

It's Fun To Paint On Glass—Designs for dishes; game bird designs on highball glasses that bring fancy prices; decorating wine bottles, reverse painting on glass; advanced painting on glass.

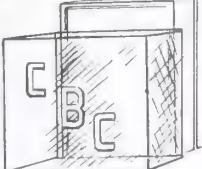
Coloring Fabrics To Your Fancy—Scores of personal articles you can decorate with textile colors; how to cut stencils; steps in stencilling; oil paints on fabrics.



Decorating china with liquid glasses is easy. Book shows how.



Book gives hundreds of charming designs you can copy.



Book shows easy ways to do lettering.



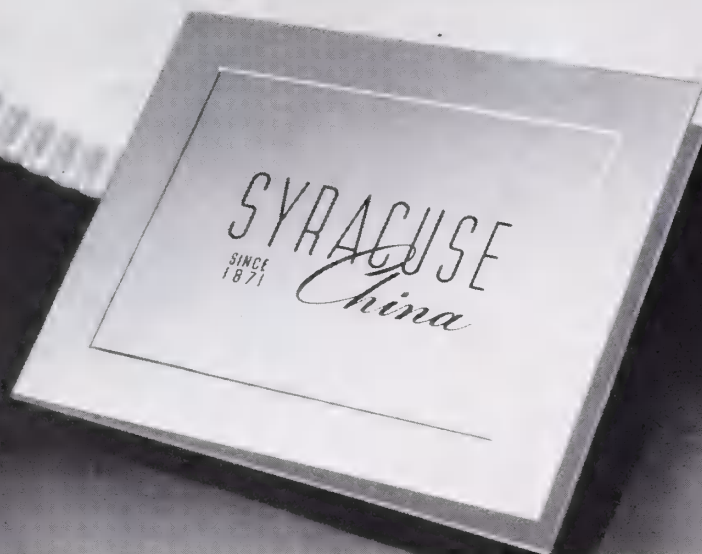
Bright Norwegian designs won this discarded bookcase a proud place in the living room.

STYLED IN THE CONTEMPORARY MOOD

Shelledge ... sculptured beauty on clear, white china

Pure white, translucent china classically simple, Syracuse Shelledge was designed for the woman with a flair for contemporary decor — especially for the smart young moderns who mix Contemporary with Regency or 18th Century.

Unbelievably thin for a china with a sculptural pattern, it achieves an exquisite effect through its accent on stark beauty of line and monochromatic plainness.



We invite you to see Shelledge at your favorite store ...

FROM THE CREATIVE DESIGN STUDIOS OF SYRACUSE CHINA • SYRACUSE • N • Y

Nut Spoon

TOWLE'S Old Colonial

Enchantingly different in design . . . authentically Colonial
... ageless in beauty. This unique pattern, like all Towle Sterling,
represents the finest in solid silver, is ever a prized
possession in homes of taste and discernment.

TOWLE STERLING
NEWBURYPORT, MASSACHUSETTS

Teaspoon

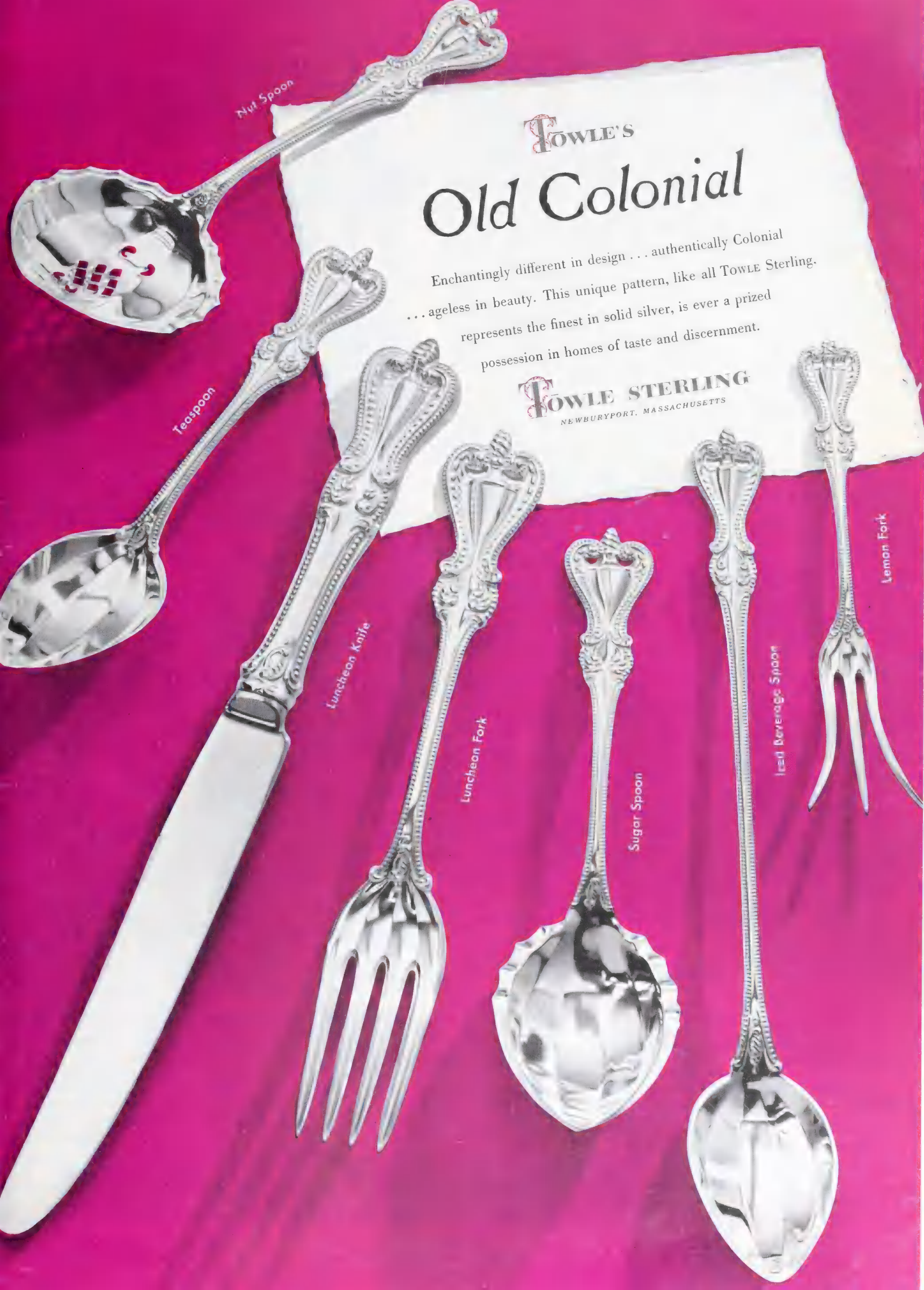
Luncheon Knife

Luncheon Fork

Sugar Spoon

Lead Beverage Spoon

Lemon Fork



BY MAIL- Beautifully Hand-Made EARLY AMERICAN REPRODUCTIONS

FOR HOMES, RANCH HOUSES and CAMPS—
Fill your home with the charm of Colonial America, painstakingly reproduced
by New England craftsmen. Old Guilford Forge is known to lovers of Americana
the world over for its outstanding hand workmanship at sensible prices.

New! Early American Furniture Reproductions

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- Cupboard Latches
- Early Thumb Latches
- Butterfly and Strap Hinges
- Door Bolts and Pulls
- Wrought Iron Knockers
- Shutter Dogs, Catches, Etc.

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- Whale Oil Hanging Lamps
- Scones and Chandeliers
- Ceiling Lights • Wall Fixtures

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Windsor and Ladderback
Chairs
Hutch Tavern, Lazy Susan
Tables and many small
furniture pieces.

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- Brass fenders
- Wrought Iron Grates & Trammels
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- Franklin Stoves

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Pulls and Escutcheons
- Drop Handle Cupboard Turns
- Knobs • Key Escutcheons
- Brass H & H Hinges and Cupboard
Catches, Brass Finials, Picture Hooks,
Curtain Tiebacks

Gifts with an Early American Flavor

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- Table Lamps • Candle Holders
- Snufflers • Hurricane Lamps
- Tall Scones

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FOR NEW ILLUSTRATED
SPRING CATALOG

Old Guilford Forge

"Foremost in Early American Reproductions"

16 BROAD STREET • GUILFORD, CONN.



Window

Merchandise, except personalized items, may be
returned for refund by firms involved. Prices
subject to change. Happy Window Shopping!

YOUR HEART IS A SAD AFFAIR

if, on the feast day of
lovers, it doesn't quicken to a
kiss, keep an ear cocked for the
florist, moon over the memory of
a special song. So let your love
be proudly visible, and couple
your heart with his in sterling
silver. Lapel pin \$3. bracelet
\$3.75. Tax & post. incl. Engraved
with your monogram and his, \$1
extra for each piece. Edith Chap-
man, Nyack, New York.

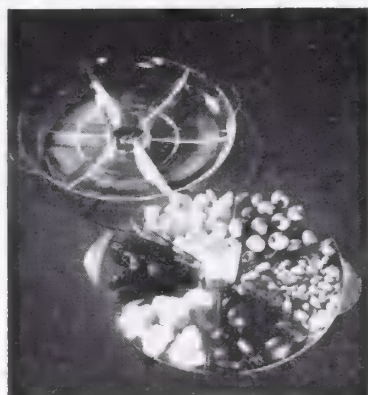


MONEY MITT. A nickel in the
hand is worth two in the purse
when, bundle-loaded, you climb
on a crowded bus. These gloves, an
answer to the harried bus driver's
prayer, are made of fine double-
woven cotton and have a con-
cealed zipper compartment to
hold your change, a key, and a
bill, or so. In black or brown.
Send glove size, \$2.50 ppd. Flor-
ence Lee, 49 Church St., Mont-
clair, New Jersey.



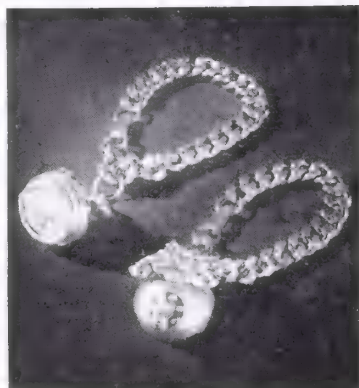
CLEARLY A ROUNDER.

and a wonderful way to serve
cocktail peanuts, olives, cheeses,
etc., is this clear plastic Lazy
Susan. Give it a whirl, and it
spins around obligingly, bringing
any one of the six sections into
a convenient "help yourself" po-
sition. With center holder for
toothpicks, it measures 10" in
diameter, and the price is just
\$1.25 ppd. Page & Biddle, Inc.,
21 Station Rd., Haverford, Pa.



PHONE-Y BUSINESS.

The
next time you step into a tele-
phone booth, you'll be insufferably
smug; and who could blame you
when you're so prettily armed
with a nickel for Mr. Bell's Tel. A
gold-plated link bracelet dangles
a miniature telephone charm, and
the base of it is a gay hide-away
for a five-cent piece. Yours for
just \$2.40 incl. tax & post. Mer-
mod Jaccard King, St. Louis, Mo.



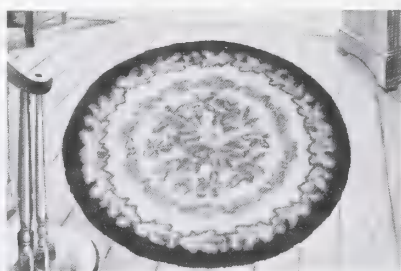
Reproductions By Mail

Sensible
Comfort
and Charm!



At last, here is a charming, yet so practicable
bedroom chair—with non-soiling (wood) arms.
It's our "Diana" Chair—with Mahogany or
Blonde finished wood arms, that won't soil.
Coil spring seat (Comfort) and upholstered in
our lovely floral prints (Charm), either blue,
green, natural or yellow. Price \$22.50 each
or \$44.00 a pair. In Muslin (or you may send
us your material—4 1/2 yds. of 36" or 3 yds.
of 50" material—only \$20.00 each. Height
29 1/2"; W. 23 1/2"; D. 18". Check or money
order. No C.O.D.'s. Express charges are col-
lect. Full Satisfaction Guaranteed on this at-
tractive addition to your bedroom. Also, send
10c for your copy of "A Selection of Chairs".

The Chair Shop
Box 220 Hickory, N. C.



THIS rug will do wonderful things
for your entrance hall, your bed-
room hearth or the landing of a
stairway and it has an heirloom des-
tiny!

Hand hooked of 100% pure virgin
wool; the blue and rose flowers on a
champagne ground are banded in
green, blue, black or brown. Each rug
carries a tag signed by the maker.

30" wide \$17.95 Postpaid
36" " 24.95 "
48" " 42.95 "

State band desired with check or
money order. Sorry No C.O.D.'s Sat-
isfaction guaranteed.

PINE TREE RUGS

R. F. D. 2 West Auburn, Maine

Thank You, MR. ERATOSTHENES!

YES! All the credit for this handsome Armillary (SUN DIAL)
goes to Eratosthenes of Alexandria for he devised the first
Armillary in 225 B.C. BUT we will take credit for reproducing
it today in hand wrought iron to grace your lawn or garden
and furnish you with a real conversation piece. About 10" high,
skillfully made, accurately graduated in hours, Parkerized rust
resistant finish, complete with fittings for easy mounting.

Send \$9.95 today and we'll rush one to you, postpaid, with our
interesting booklet on early sun dials and their uses.

WILLIAMSBURG BLACKSMITHS

3 Old Gate Road Williamsburg, Massachusetts



For our illustrated catalog of hand wrought iron Early American hardware—thumb latches—
H&L hinges etc.—weather vanes, lawn bracket name plates, send 10c—it contains 25c credit
coupon redeemable on first order.

For Your Garden

This chubby little fellow with Jug and
Bird Bath is 25 in. high, 28 in. wide. Jug
to pour water easily arranged. Made of
Pompeian Stone—\$65.00 f.o.b. New York.
Figure without bird bath \$35.00.

Write NOW for our catalogue, picturing
a great variety of Lovely Ornaments in
Stone, Bronze and Lead—for House or
Garden—from \$5 to \$1,500.
10c please for mailing.

Erkins Studios

Visit our GALLERIES

42 West 40th St., New York 18



Shopping

with

-Pat- Gunan



OLD SCHOOL TIE. Whether he's a freshman undergoing the hazards of hazing or an old grad bound for an alumni week end, your college hero will cheer this silk rep tie in his alma mater's colors. In 18 major college colors, \$2.50. Coaster-ash tray of white opal is rimmed in sterling with the seals of 58 major colleges fused on. 4½" wide. \$4 incl. tax. ppd. John Jarrell, Inc., 518 Fifth Ave., New York 18, N. Y.



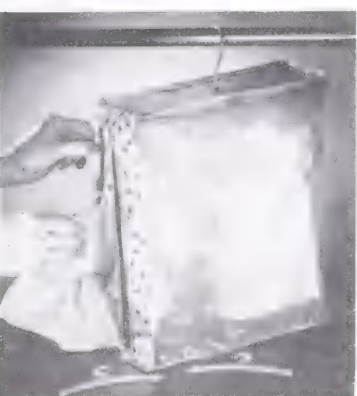
ATTENTION FIBBER McGEE and all his closet-cramming cronies! Something wonderful has been designed for that family catch-all, the closet shelf, and it's called the Closet Valet. A series of corrugated boxes set up as hat pigeonholes, and they're practically guaranteed to bring order out of chaos. Average shelf accommodates nine. Set of 3. \$1.39 ppd. Downs & Co., 81 Salem Lane, Evanston, Illinois.



PRAYER BOOK MARKER. A sterling silver cross clips on to the cover of Bible, prayer book, or missal, and three strands of black grosgrain ribbon hang from it as place markers. Attached to the end of each ribbon is a hand-cut letter in sterling silver, which is your monogram. For nuns, it is available with medals instead of the letters. \$6 incl. tax & post. Eunice Novelties, 541 Madison Ave., New York 22, N. Y.



DOLL'S GARMENT BAG. If you have the same problem in your household as we have in ours about doll clothes, and where to keep them, you'll think this is a wonderful idea. Made exactly like your own garment bag, it comes in waterproof plastic, has a full side zipper, and is complete with 4 plastic doll hangers. \$1.25 postpaid from Preferred Gifts, 125 Park Avenue, New York 17, N. Y.



MAGNIFICENT MATCHING ACCESSORIES

Impressive pieces that add subtle distinction to livingroom, foyer or study. Carefully hand crafted in heavy gauge brass or copper, lavishly embossed with bands of solid brass and lacquered to prevent tarnishing, they boast the rich simplicity of true elegance, are superbly giftable.

Footed Waste Basket

Weight 5 lbs.; 12½" high, top 9" x 12". \$16.50 plus 75¢ for sending; \$1.00 West of Miss. Without feet, \$14.50 plus sending.

Umbrella Stand

8½" across top, 21" tall. \$19.50 shipping charges collect.

Footed Magazine Rack

7½" wide, 15½" long, 12½" high. \$18.75 plus 75¢ for sending.

Write for Catalog

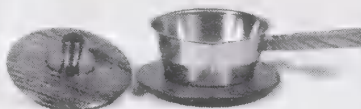
New Marlboro Stage
GREAT BARRINGTON, MASS.

Jennifer House

DON'T HUNT FOR STAMPS



Stamp Dispenser is heavy polished brass, 2" high. Felted to protect desk, weighted to serve as paper weight. Top holds clips. \$3.50 ppd. (In silver plate \$7.50 tax and postpaid.)



SWEDISH BUTTER WARMER-SERVER . . .

Imported . . . An attractive three piece melted butter server, 3½" diam., lipped pan with lid and drip tray. Made of stainless steel and beechwood. Yes, you can melt and serve butter from this neat set for your waffles and seafood quickly and neatly. Immediate delivery. Satisfaction Guaranteed. \$3.95 postpaid.

Northmore's

Highland Park, Illinois

CALIF. REDWOOD LAZY SUSAN WITH CERAMICS



Ideal Gift for Weddings, Birthdays, All Occasions **\$6.50**

A charming gift! Or buy it to give a festive touch to your own table. 12" genuine California Redwood Susan with five ceramic dishes, only \$6.50. Hand finished. Ball bearing base for easy turning. Felt pad protects furniture. Choice of ceramic colors: Blue, Chinese green, gray, chartreuse, maroon. Postpaid and insured.

Redwood Susan only, without ceramic set: 12", \$3.25; 15", \$4.50; 18", \$7.95; 22", \$11.95. Specify light or dark finish.

Write for free folder.

Studio "H" **DEE'S REDWOOD PRODUCTS**
2199 Folsom St. San Francisco, Calif.

GIGANTIC SALE! LANAFUR COMFORTERS

U. S. PAT. FILLER #2348807

Regularly from \$29.75 to \$39.50

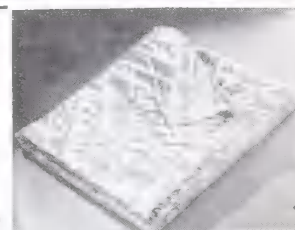
For a limited time only—\$19.95

In all pastel and deep-tone shades
Send check or money order and specify colors

NEW LIFE for WORN COMFORTERS

They can be luxuriously re-covered and made factory fresh by our exclusive process. Also pillows renovated.

SEND FOR FREE BOOKLET H8. We mail order everywhere.



LANADOWN

516 Madison Ave.
New York City 22
Plaza 8-1940

THE ORIGINAL FOLDING Table TOP



The Answer to Easy Entertaining!

\$4.95

T-Top is a light rigid top which fits over your card table held in place by cleats on underside. Doubles the size of your card table by seating 7 persons comfortably—opens to 46" in diameter, 144" in circumference. It's perfect for luncheons and card games. Just tuck it away in corner or closet. Send for your T-Top now. Weight 16 lbs. Immediate shipment. Available unpainted or in colors Green, Red, Brown.

Unpainted \$4.95—Painted \$5.95
No C.O.D.'s please. Shipping Charges Collect

SEND CHECK OR MONEY ORDER TO

T-TOP COMPANY, Inc.

Dept. 78

Salem, Mass.



PRE-WAR Sterling PATTERNS

Now, you can complete your service, replace missing pieces or add new ones. The illustrated flatware is again available for immediate delivery in many cases.

The following patterns are also available

TOWLE

Dorothy Manners
Lady Constance
Lady Mary
Old Brocade

Old Newbury
Benjamin Franklin
D'Orlean
Georgian

ALVIN

Apollon
Cellini
Maryland
Josephine

Lorna Doone
Majestic
William Penn
Winchester

Florence Nightingale

INTERNATIONAL

Georgian Maid
Orchid
Colonial Shell
Empress

Whitehall
Norse
Pine Tree
Springtime

LUNT

Monticello
Directoire

Chateau
Regence

We have over 500 inactive and obsolete patterns which we are able to supply. Your order will receive our prompt attention. Prices available on request.

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Jewelers in Memphis Since 1862

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**ELECTRIFY
YOUR
OIL LAMPS
at low cost...
quickly...
NO TOOLS
NEEDED**



with **NALCO**
Solid
Brass
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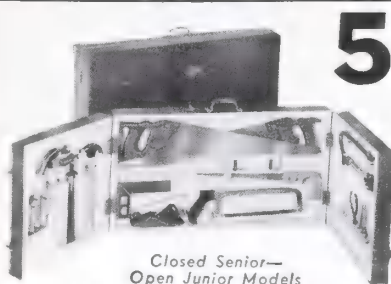
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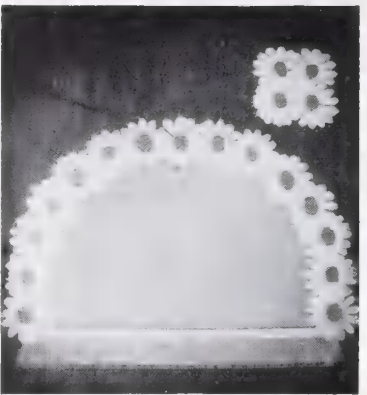
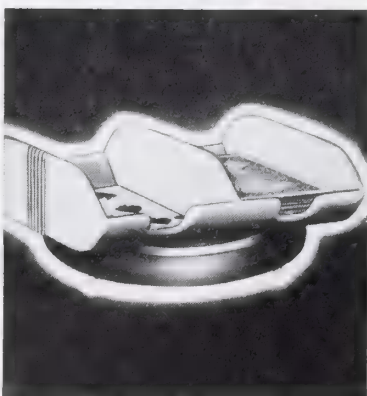
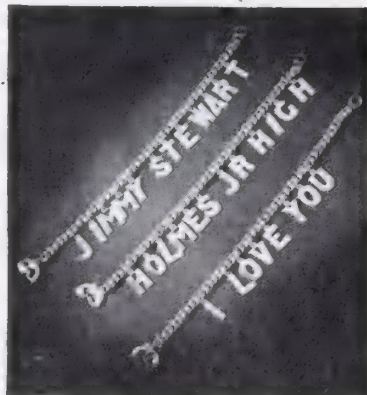
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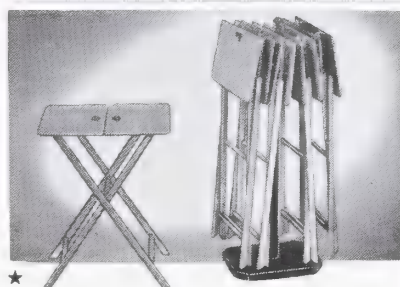




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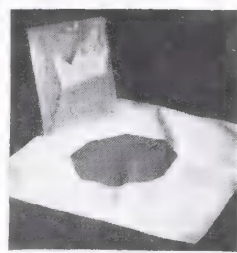


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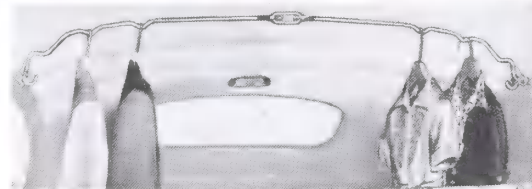
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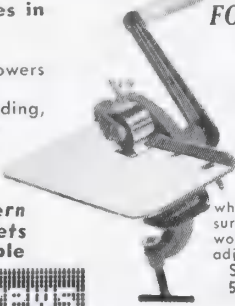
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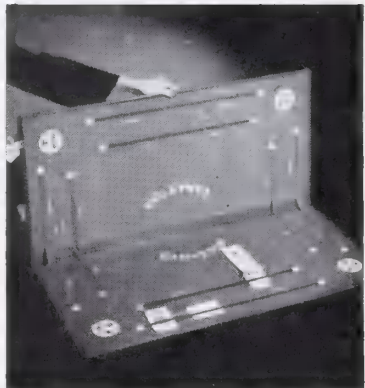
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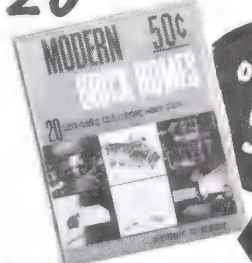
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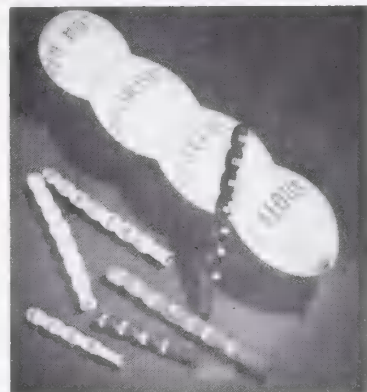
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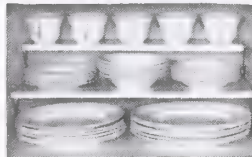
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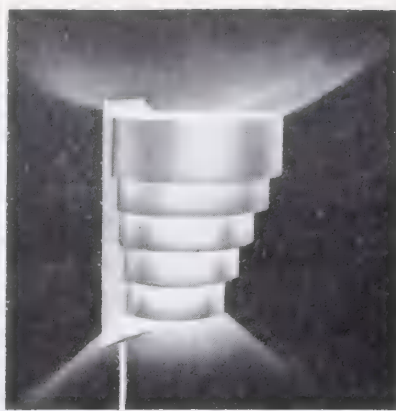
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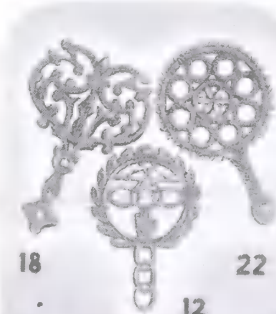
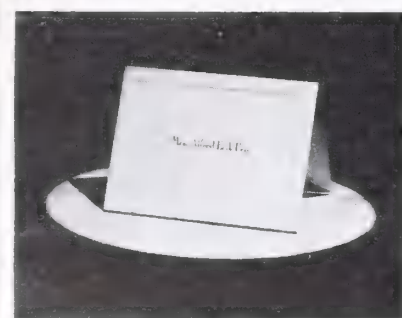
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Pennsylvania Dutch Trivets

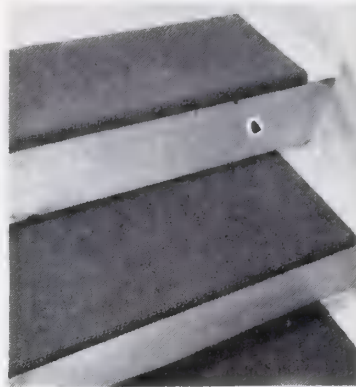
Black iron or solid brass trivets are useful anywhere—woodwork, tabletops, sills, or linoleum need protection from hot dishes, as flower pot bases, or for decoration. Designs shown—Heart in Hand (12), Butterfly (18), Hex (22). Each about 8" long, 3/4" legs. Individually boxed.

Prices Postpaid

Black Iron	Quantity	Solid Brass
\$1.00	1	\$ 2.75
2.75	3	7.50
5.25	6	14.00

Novelty Studios HELLAM 1, PA.

Window Shopping



RUBBER STAIR TREADS

that actually have the color and texture of wool carpeting are top-flight news. Even the twist of the pile is amazingly reproduced. They come in wine, blue, green, beige, or gray; and in two sizes. 9" x 18" is 69c each, 9" x 24" is 89c each. A good safety step, too! Postpaid from The Artisan Galleries, Fort Dodge, Iowa.



PEOPLE ARE FUNNIER

than anything, and when cartoonist Steig strips us of our fine feathers and dips his brush in fundamentals, we find ourselves and others in belly-laughing guises. Eight assorted cartoons, silk screened in black on white frosted highball glasses, are \$7.50 postpaid. Holiday House, Upper Montclair, N. J.



ONE FOR THE MONEY

and two for a fine fashion show, this Highland bag and belt set is Scotch in price as well as in design. Made of cowhide, in sun-tan, brown, or black, they're decorated with Scottish-Canadian regimental emblems, would be wonderful with country tweeds, 6 1/4" x 8" bag with shoulder strap, \$6. Adjustable belt, \$1.95. Tax & post. incl. Muriel Duncan, 321 Ninth Ave., Haddon Heights, N. J.

(Continued on page 21)

STOP Desert Dryness In Your Home or Office

**PUT AUTO-VENT HUMIDIFIERS
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Enjoy healthful, moisture-conditioned air this winter by putting Auto-Vent Humidifiers on your steam radiators.

Simply remove air valve from each steam radiator and replace with an AUTO-VENT. No tools of any kind required.

AUTO-VENTS operate AUTOMATICALLY—your home properly humidified all winter. Satisfaction guaranteed.

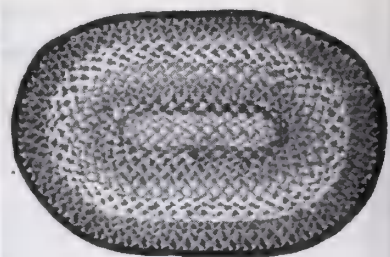
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FOR HOT WATER RADIATORS, order automatic humidifier at left. Ample capacity for average room. Easily installed. Fully guaranteed. Prices, \$10.00 and \$12.00.

Maid-O'-Mist Convactor Humidifiers also are available for cabinet or concealed type CONVECTOR RADIATORS and all types of WARM AIR FURNACES. Thousands of satisfied owners are now enjoying this inexpensive method of moisture-conditioning the air in their homes. Write for Free booklet.

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**AT A SAVING OF 30
TO 40%**

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Send for samples of the braid to help in making your selection.

24 x 36	\$ 5.25	6' x 9'	\$49.50
27 x 48	6.75	8' x 10'	72.75
3' x 5'	14.25	9' x 12'	89.50
4' x 6'	22.00		

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For your grand entrance! Smart as the jewelry accenting your gown, these Mersman tables to grace your home! Duncan Phyfe drum table . . . bright welcome within your door! Tier table and sofa-side table . . . impressive ushers into your living room! Mersman tables in authentic period designs are gems of good taste for every room. At good stores everywhere . . . moderately priced. The Mersman Bros. Corporation, Celina, Ohio

Mersman Tables

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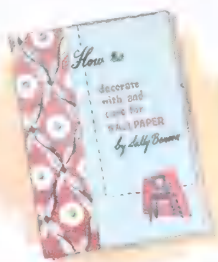
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Window Shopping

CONTINUED FROM PAGE 16

THE WAY YOU LOOK TO-

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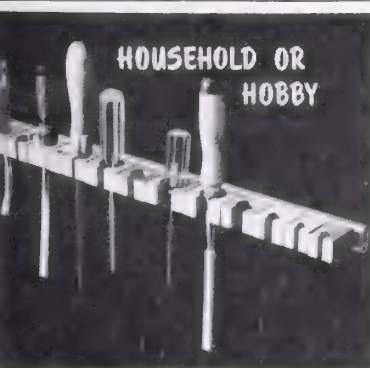
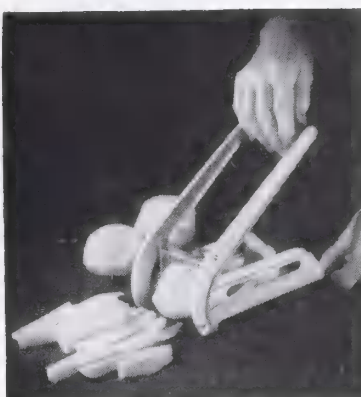
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at grow- unable to cultivate even verdant thumb, these plastic odendron sprays are your py solution. Amazingly life- they're on flexible stems and ne in large 18" sprays. \$3.50; small 12" sprays. \$1.50. iré glaze Chinese pillow vase, x 2 1/2" x 6", in chartreuse, et or Mediterranean blue. \$7, l. The Jolly Tar, 24 Prospect East Orange, N. J.



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(24 fect French fries), pop them your deep fryer, and you'll the quickest, most painless nch fried potatoes that ever ompanied a steak to the table. e Villa Jiffy Chipper takes a ole potato, and with one down- d thrust of the handle does a fessional slicing job. Non- ting, it's just \$2.98 ppd. ar. Dept. VB, 22 Treat Place, ark 2, N. J.



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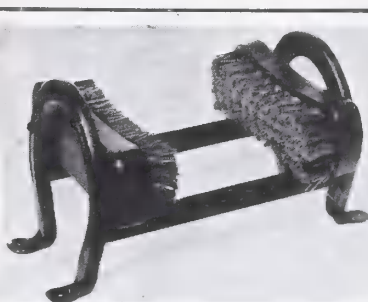
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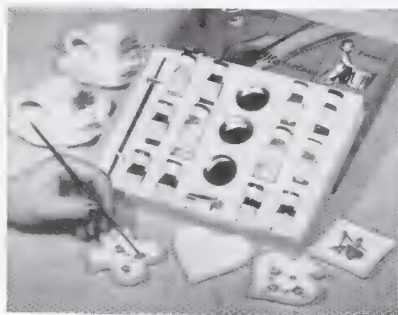
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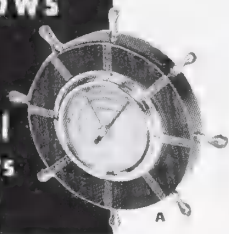
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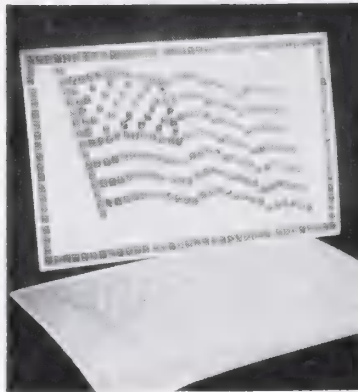
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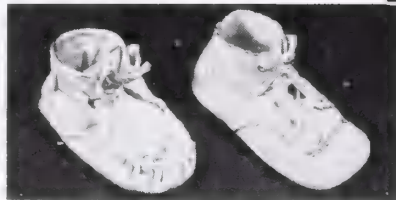


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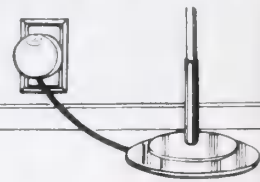
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Shopping



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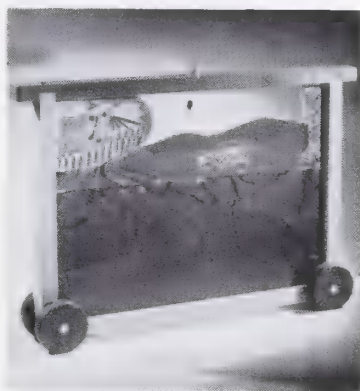
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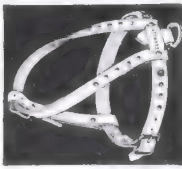
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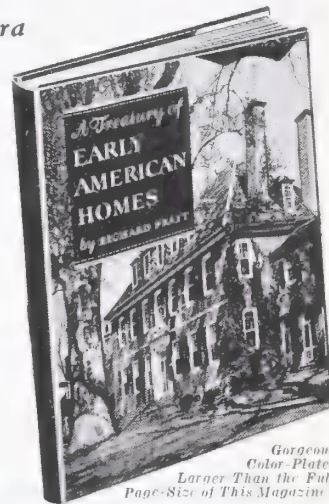
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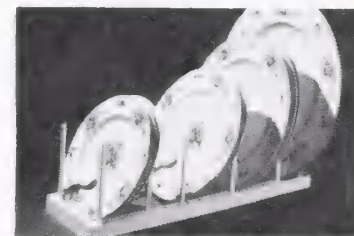
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These plastic ice cubes with realistic bugs inside look enough like the real thing to fool your most sober companions. Drop one into a drink along with real ice cubes and your too freely imbibing friends will find their hair standing on end. Can be "served" over and over again. \$1 each, 4 for \$3.

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32 inches wide,
28 inches high
(back)

Chairs #502—
\$15.00 ea.
16 inches wide,
28 inches high
Large Table
\$25.00

Diameter 28
inches, height
22 3/4 inches
Small Table
\$10.00

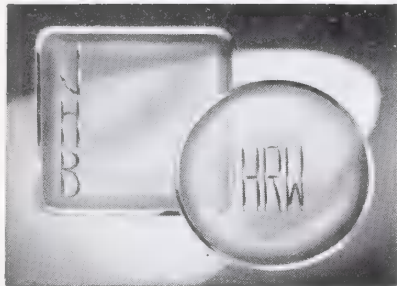
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Silver-On-Crystal Personalized Plates

with Silver Monogram—Silver Border

New and distinctive... to add a note of elegance to your table. Wonderful bridal or shower gifts. Allow 2 weeks for delivery.

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Square, 14" — Round, 13 1/2"

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SALAD PLATES \$9 ea.

Square, 8 1/2" — Round, 8"

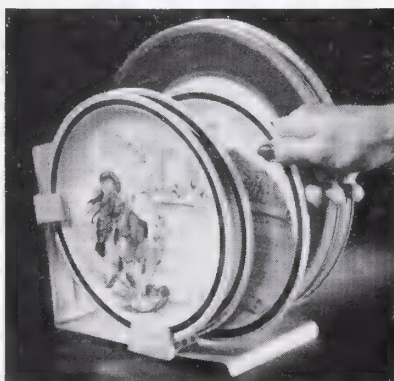
Specify wide or narrow band... add \$1 per plate for wide band

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FILE YOUR PLATES

Here is the most remarkable cupboard organizer that ever stored plates in "stand-up" safety. An aluminum rack holds 12 plates of any size within rubber grips, and takes up only 4 1/2 inches of shelf space. Stand on shelf in back of cabinet so you can "twirl" plates out with finger-tip dexterity. No more stacking!

\$2.20 for set of two

Additional racks \$1.25 Postpaid each

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Page & Biddle, Inc.

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SWITZERLAND
A hand-blocked scenic by Zuber from the original blocks cut in 1802. 16 strips, each 26 1/2" wide. Price \$830.00 per set. Write for illustrations.

A. L. Diamant & Co.
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Spread Eagle Mansion, Strassford, Pa.



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MALE WITH A NEW
SHORT STORY!**

(A) Flaming Red Matches to keep that man warm.
(B) The original Hollywood Wolf leers from a lamp post at Hollywood Vine. Patterned in red, yellow and black.

(C) Big Red Padlocks for safety and security. All above Personality Prints on finest White Sanforized broadcloth. Elastic waist, boxer type. Guaranteed sizes 28 thru 42.

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Window



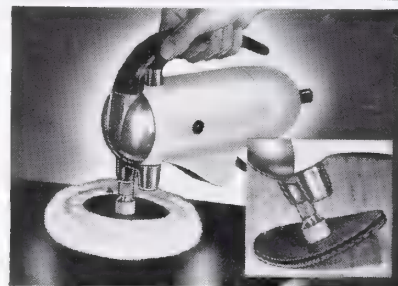
SUGAR PLUM TREE. A clear plastic tree, with the brilliance of an icicle, has dozens of tiny "thorns" on its branches; and on these, you anchor gumdrops! On your mantel or buffet table, it looks like a crystal jewel sparkling with precious stones. Try it, too, with cocktail onions, maraschino cherries, green grapes. 13" high, with pound of gumdrops. \$2.75 ppd. Lord & Taylor, Fifth Ave., New York 18.



NEAT PACKING is not difficult to achieve if you start with these Lastic Shoe Bags. There's nothing like them for protecting clothes from a rash of shoe polish or grime, and they double obligingly as holders for everything from cosmetics to fishing flies. In lots of colors, box of 1 pair 69¢, 2 prs. \$1.3 prs. \$1.50, ppd. Thomas Holmes Co., 5110 Germantown Ave., Philadelphia 44, Pa.



BULB OF THE MONTH CLUB offers 5 lily-of-the-valley bulbs, imported from Denmark and guaranteed to blossom within 3 weeks. With copper-colored Styrene pot and a supply of potting moss, \$2. This offer also includes Club Membership (without obligation) and privilege of ordering regular Monthly Club selections of beginners' bulbs, bulletins, etc. Bulb of the Month Club, 125 Madison, Chicago.



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TOOLZON for kitchen mixer or workshop drill **\$3.00**

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Squirrel Hill Pittsburgh 17, Pa

Shopping



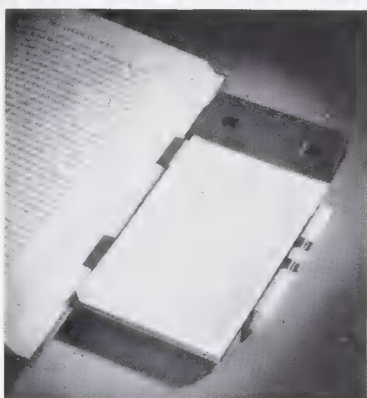
LIGHT CONVERSATION. To light up that murky spot in the hall where your telephone is spotted, this is a very bright idea. An ivory or black plastic stand holds a square-base telephone, and the lamp behind it gives just enough light for message-jotting. With pad, pencil, and ash tray, you're all set for your chatter-boxing friends. \$4.95 postpaid from Howard Pusch, 15 W. 55th St., New York 19, N. Y.



A HEART OF GOLD plate angles importantly from a very Frenchy beret that will perk up your winter wardrobe, go equally well with a smart spring suit. It's made of beige, red or navy felt and comes in small, medium or large. \$2.50 ppd. If you send one to your Valentine, she'll be seeing cupids, and you'll be helping children with heart disease cared for by Irvington House, 103 Park Ave., New York 17.



CATCH-A-PAD. How many times have you come across a passage in a book of such beauty, clarity or humor that you've wanted to memorize it so you could share it with someone you love? For such a bookworm, the Catch-A-Pad is an inspiration. A metal frame clamps securely and unobtrusively to the cover of a book, comes with pad and pencil. 1 ppd. Giftcraft, 1234 E. 47th St., Chicago 15, Illinois.



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A colorful pink or bright blue unbreakable plastic egg with lifelike rubber fly perched atop. Pull the fly to extend a sturdy 4 ft. tape measure that will stay at any desired length or instantly recoil. A welcome and unusual gift for every sewing basket.

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Special Design "Up-and-Out" Bra Gives You A Fuller, Alluring Bustline Instantly!
NO PADS! NO ARTIFICIAL BUST BUILDUP NEEDED

Self-conscious about your flat-looking bustline? The sensational "Up-and-Out" Bra has an exclusive secret patent-pending feature to improve your bustline! No artificial bust buildup needed! All your clothes will display sweater-girl curves. Elastic back and easy-to-adjust shoulder straps. Beautiful washable fabric.

COLORS: Nude, white, blue, black. Sizes 28, 30, 32, 34, 36, 38. Only \$2.49.

One of Our Many Satisfied Customers Below Says:
"It's amazing how its special feature gives my bustline real glamour." —Miss Doris Harris, Wichita, Kansas



BEFORE Miss Harris wore the "Up-and-Out" Bra, she was her attractive bust flat, unshapely, and line gave her poise shy.

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Send size, color, name, address today! Pay postman, on delivery in plain wrapper. \$2.49 plus postage. Or send \$2.49 with order and we pay postage. Money-back Guarantee if not delighted in 10 days.

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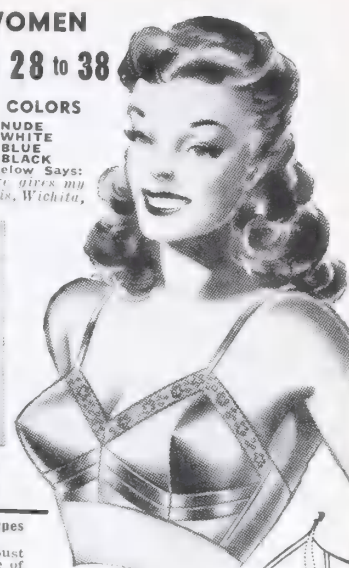
Dept. MR-42B2
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Special patent pending bust molding feature on inside of bra lifts, supports and cups your bust. No Matter Whether They Are Small, Flat or Sagging, into Fuller, Well-Rounded "Up-and-Out" curves like magic instantly.



Profile View of Hidden Feature in Bra. Which does wonders for your individual bust problem.



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A decidedly different coffee table—not available elsewhere. Smooth, lustrous finish of DuPont Dulux, which resists the weather, cigarette burns, and alcohol. Sturdy, everlasting construction. Spacious 18"x32" antique hand finished top. Especially suitable for recreation room, porch, or patio. Natural color knotty pine throughout. Easy to keep polished. Practical in every use. An ideal, lasting gift. These tables are unusual and distinctive. They add beauty and charm to any setting. Immediate Delivery. Send check, money order, or we will ship COD plus postage. Satisfaction guaranteed.

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Bracelet \$6.00 each
Earrings 6.00 pair
Pin, 3/4" 3.60 each

Complete set \$14.40

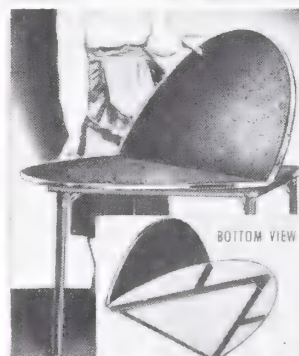
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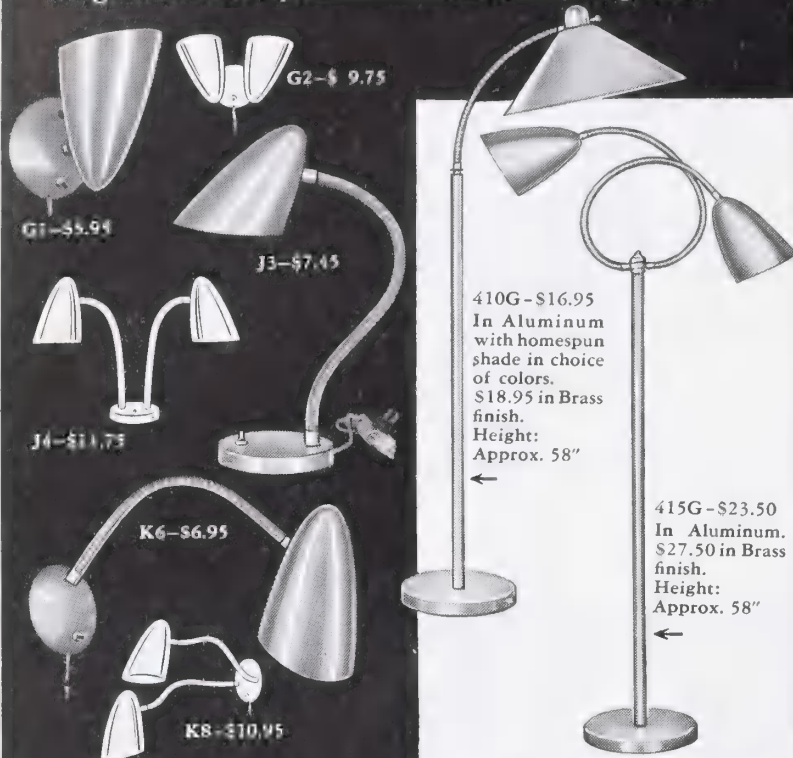
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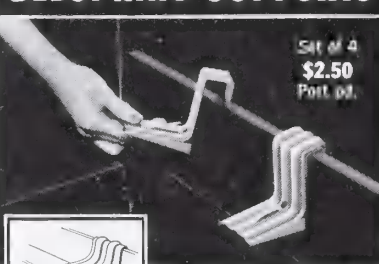


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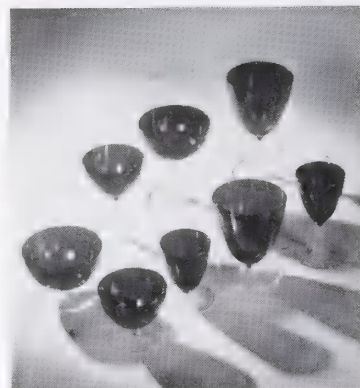
Window



NELLIE FORBUSH, of *South Pacific* fame, comes garbed as a gob about to warble "Honey Bun." Or dressed in her blue denims, she's on stage and ready to wash Mr. Pinza out of her hair. The Mary Martin Doll stands 18" high and for a doll collector or anyone who's spent an enchanted evening at the theatre, it's a wonderful valentine. \$12.95 F. A. O. Schwarz, 745 Fifth Ave., New York 22, N. Y.



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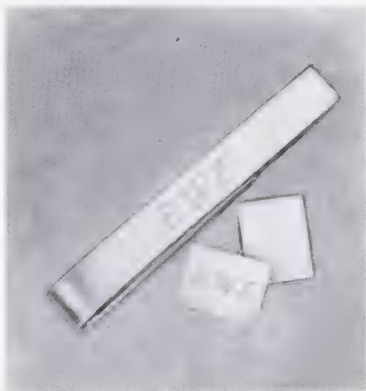
Shopping



HAT MAN may be as unromantic as an adding machine, but if you give him these on Valentine's Day you may find that you've figured him out wrong. Made of heavy sterling silver, and engraved with his three initials. The tie clasp is \$3.50, the cuff links are \$5. Tax and postage are included. From S. Kind & Sons, Jewelers, Chestnut St. at Broad, Philadelphia 7, Pennsylvania:

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Bingham's

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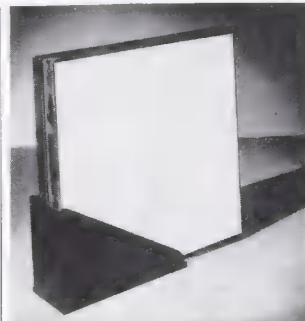


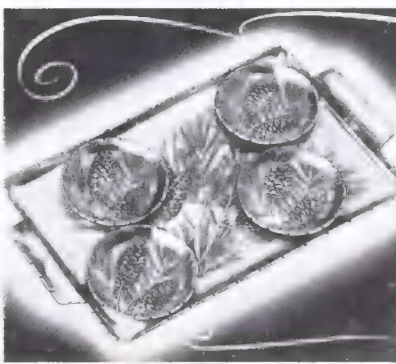
TABLE STANDBY

Don't throw up your hands in despair because card tables are marking your walls and cluttering your closets. Here's a wonderful new table rack that stacks two-card tables neatly—holds them in place and out of your way when not in use. Takes up no room—saves storage space—protects card tables and walls. Made in Grand Rapids—sturdy wooden stand is richly lacquered in coach green, fuchsia or Chinese red. 19" x 12 1/4" high. Keep one handy in sun room, game room and closet. A marvelous gift for your favorite hostess. Be sure and specify color.

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Camilla Studios

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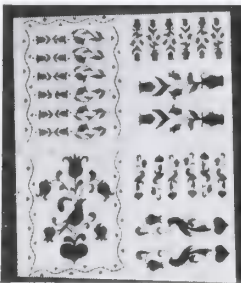


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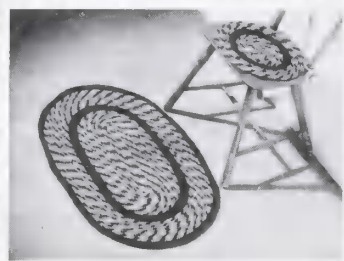


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Window



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THE BEST-DRESSED DOLL in town will be the pampered child of the small mother who has this Dressmaking Kit. It comes with five outfits to fit 13" to 15" dolls, and the clothes are all cut and ready to sew. The dressmaker's form makes the job child's play. Included are paper, patterns, rick rack, thread, thimble, and tape measure. \$2 ppd. Bingham's, 509 Fifth Ave., New York 17, New York.



PETTI-PAK comes filled with all the tools you need to keep you looking like a perennial valentine. Compact, lipstick case and comb are neatly filed in a golden metal case, whose button flap comes in the following: black suede; red or luggage leather; gold kid; black or red satin; metallic brocade. \$3.40 including tax and postage. Roy H. Bjorkman, Nicollet at Tenth, Minneapolis, Minnesota.

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Perhaps the nautical influence was stressed with inclusion of the **LOBSTER CLAWS** and **SEA HORSE** designs, but the "Lovers of Sweets" were also given consideration, with the presentation of the **TART SET**.

Realistically reproduced in colorful sturdy pottery all sets are priced at \$1.50 per pair p.p.

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Suction-cup model, attached in seconds to tile, metal, etc. No tools, no fuss.

One hand operation. Live rubber "grippers" hold securely, permit instant removal. Pastel colors: red, yellow, green, blue.
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Complete \$1 Post-
3 for \$2.75 paid

4 holders in baked enamel metal bases, quickly fastened in place with 2 screws. For cupboards, walls.

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Please send me 3 sets of 4 Fing-O-Tip Towel Holders, and in \$1 each, 3 for \$2.75, ppd. Payment enclosed (No C.O.D.)
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Just shake a little Powder Chaperone on anything you want to protect. Your dog smells it... but you don't. An easy way to train. Harmless.

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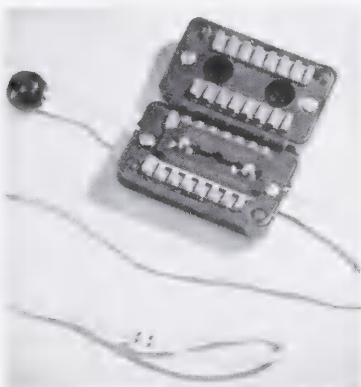
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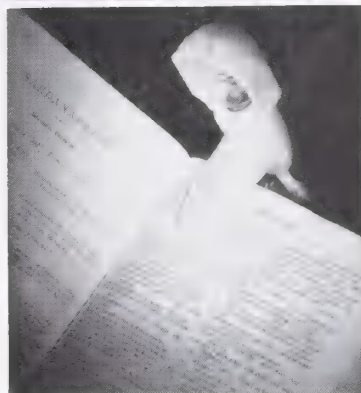
A CLOSE SHAVE is a social must for a Lothario or lawyer, vigilante or geologist, and it's actually impossible without a bumper crop of new blades. Not so if the Blade Master is in Mr. Bluebeard's medicine chest! It sharpens any double-edged blade in a few seconds when he pulls a cord through the little box-like case. An amazing money saver at \$1.95 postpaid. M. C. Flynn, 43 E. 59th St., New York 22, N. Y.



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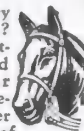
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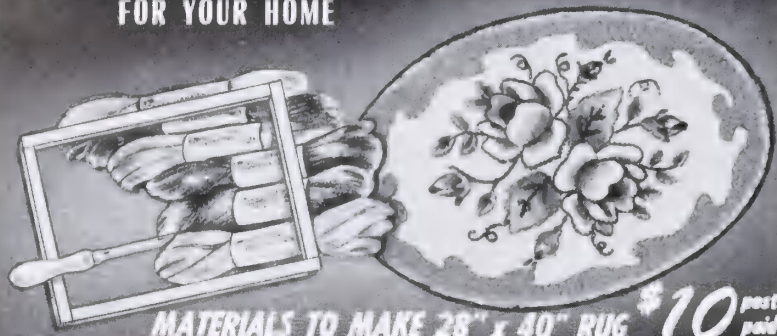
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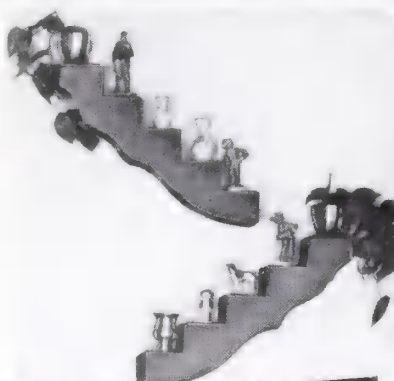
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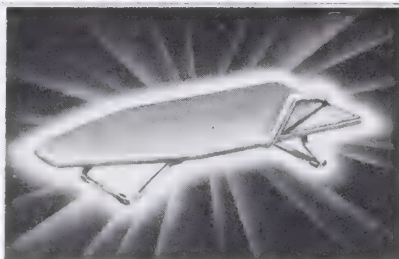
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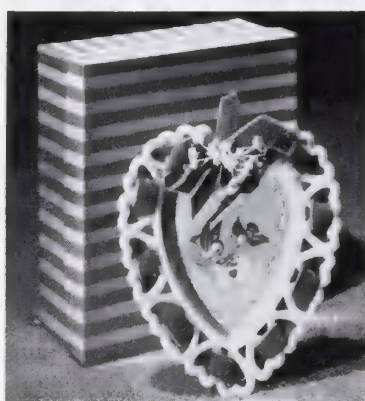
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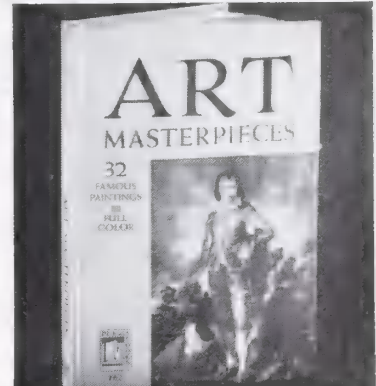
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A gift as lovely as delicate Dresden. Tinkling music box from Switzerland plays "Let Me Call You Sweetheart," as she pirouettes on her musical stand. Red hearts splashed against snow white shimmering satin. Postpaid, only **\$6.95**

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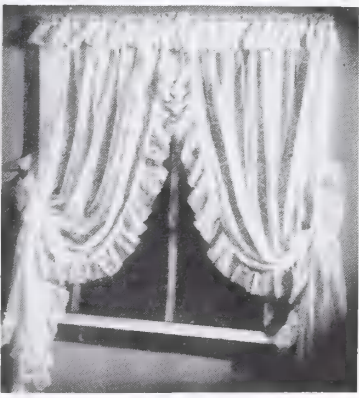
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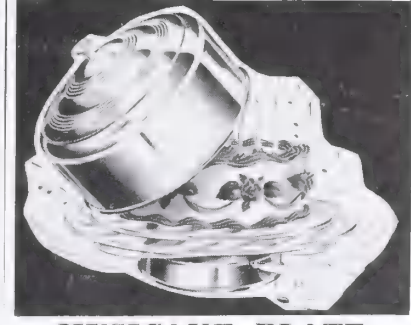


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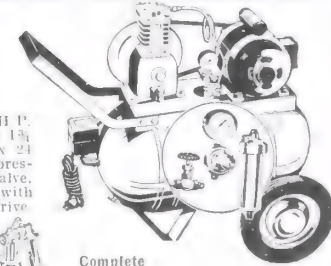
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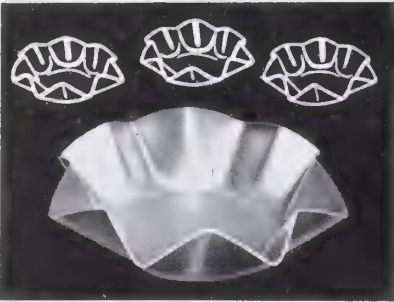
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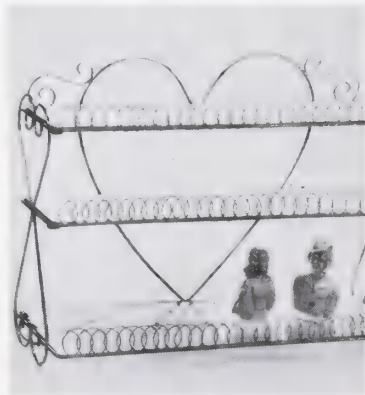
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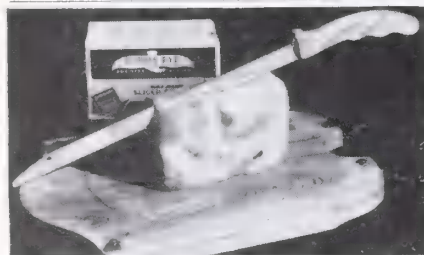
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(Continued on page 41)



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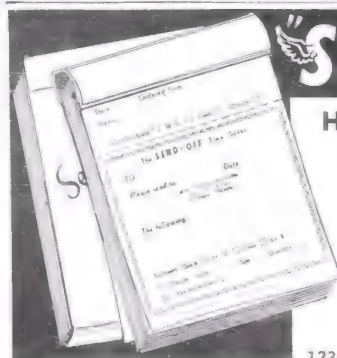
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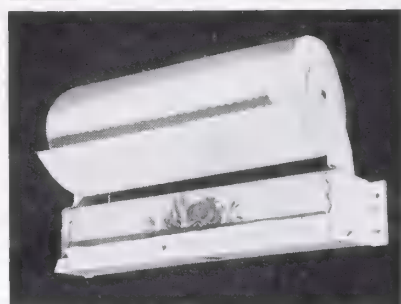
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Window Shopping

CONTINUED FROM PAGE 36

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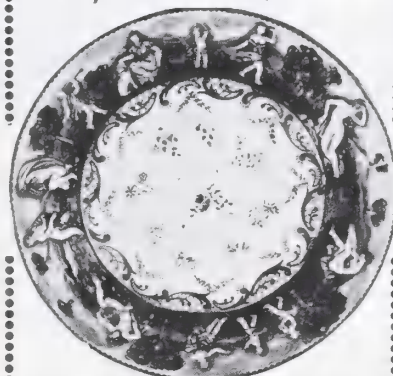
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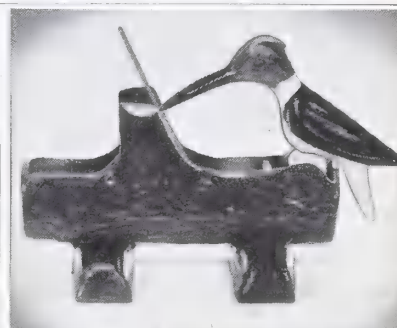
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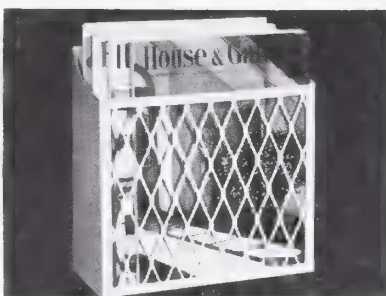


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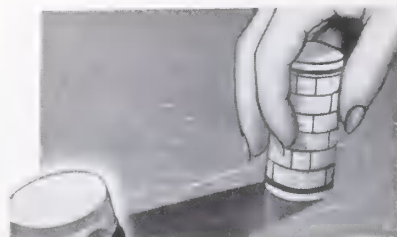
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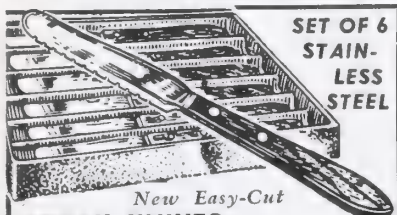
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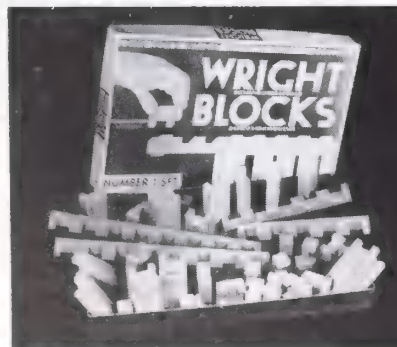


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Window



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Shopping



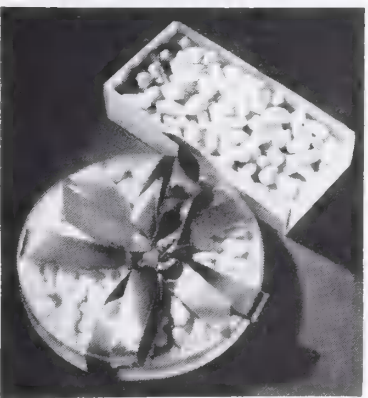
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and if it's English muffins, pound cake, or thinly-sliced cinnamon buns you're toasting, your temper will pop up with it. To counteract the tendency of toasters to hang on to these passengers, try using this simple Toaster Grill. It doesn't interfere with the pop-up mechanism, and lifts out simply. \$1.25 ppd. Kay Bullock, Box 92 Lansdowne, Pa.

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A clear plastic cylinder comes filled with three dozen good lead pencils, each one imprinted in silver with all the fine points of bridge scoring. How much you go down per trick if you're vulnerable and doubled is clearly set forth. So unless you do something like passing your partner's opening two bid, there should be no arguments. \$2 ppd. Holton Co., 27 North Ave., New Rochelle, N. Y.

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Shopping



ACTING IT OUT to the accompaniment of the musical dramatization on 7" plastic records, a small M.C. can direct the cast of punch-out characters which illustrate the story. Included are the Shoemaker and the Elves, Three Bears, Snow White, Gingerbread Boy, Three Little Pigs, Old MacDonald. 50¢ each, \$1.25 for 3, \$2.35 for 6. Ppd. Baker Co., 737 N. Michigan Ave., Chicago 11, Ill.



A DOLL-HOUSE DECORATOR with a flair for femininity in her lilliputian bedroom, will want to add this set in a dresden rosebud pattern to her collection. A tiny dressing table with a mirror and matching bench, a boudoir chair and a bed with an upholstered headboard come with white, pink, blue or yellow background. \$1.10 each, 3 for \$3.30 ppd. Kurt Products Co., 5 Myrtle St., White Plains, N. Y.



A LITTLE PARTY GIRL will wear her ruffles and flounces in stand-out fashion with this hoop half slip. It's trimmed with lace and blue satin ribbons and has a matching camisole. And if she wears it with her dancing-school frock, there'll be a very young stag line waiting their turns. Made of white batiste in size 2, 4, 6, 8. \$3.95 ppd. Wee Moderns, 2443 Devon Ave., Chicago 45, Illinois.



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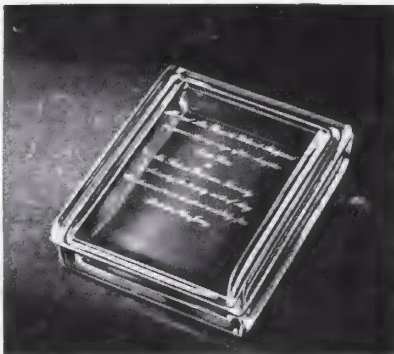
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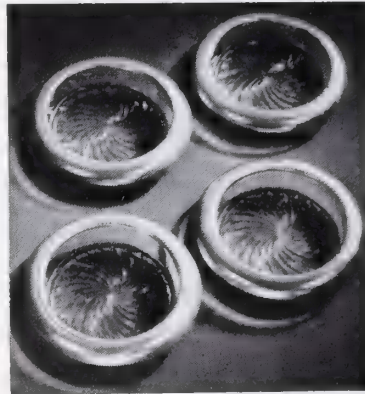
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Window Shopping

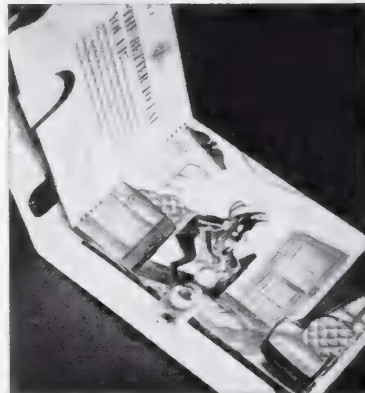


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cocksure old hen is quickly ac-
quired by a very small chick—
what with her ruby-studded tail
feathers and halo. Set with 8
small diamonds, she has a sap-
phire eye. The tiny bee, 3/4" wide,
minds his own buzziness, decked
out as he is with 7 diamonds in
each wing, a topaz body and dia-
mond eyes. 18k gold. Chick, \$375.
Bee, \$350. Van Cleef & Arpels,
744 Fifth Ave., New York 22.



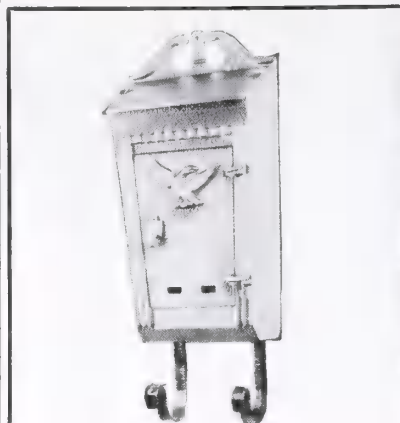
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there comes a change in price—
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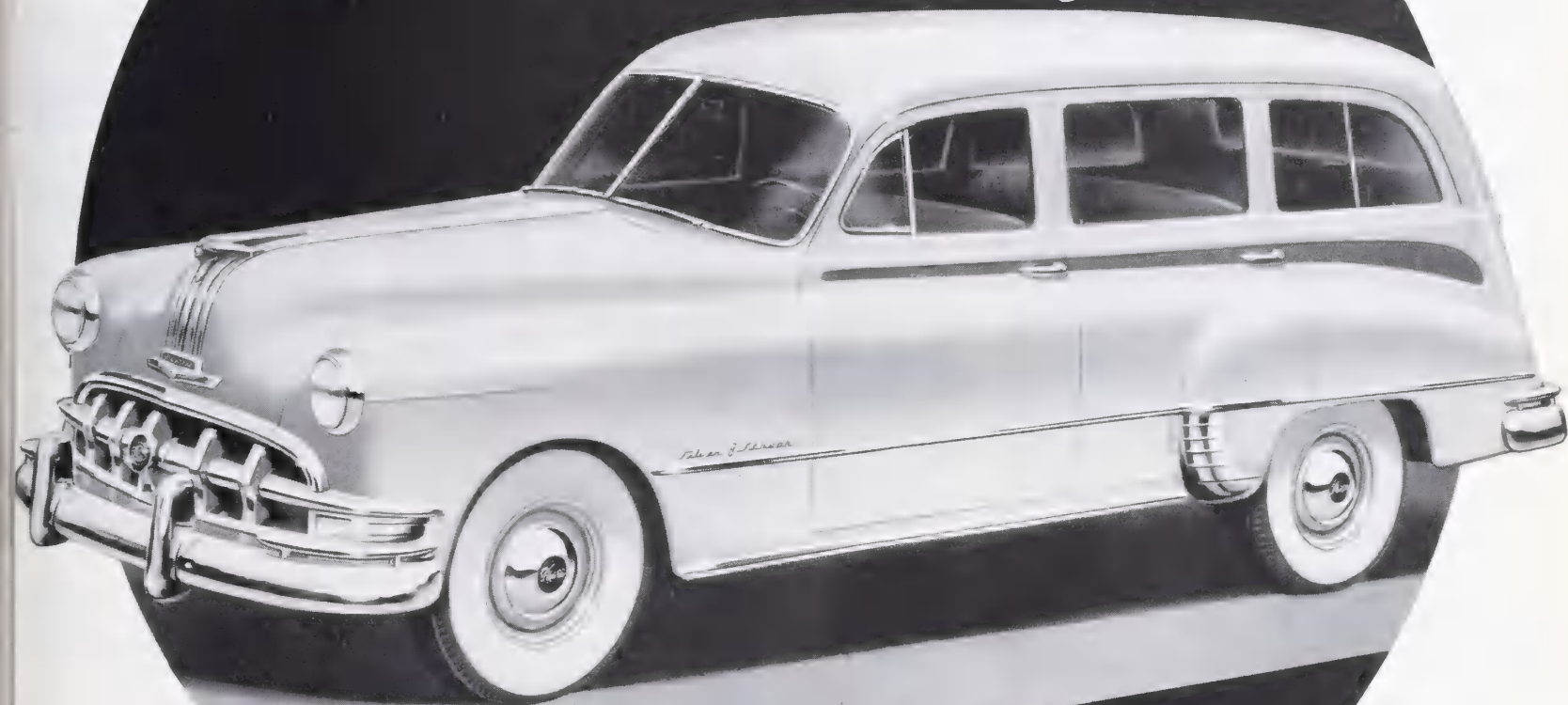
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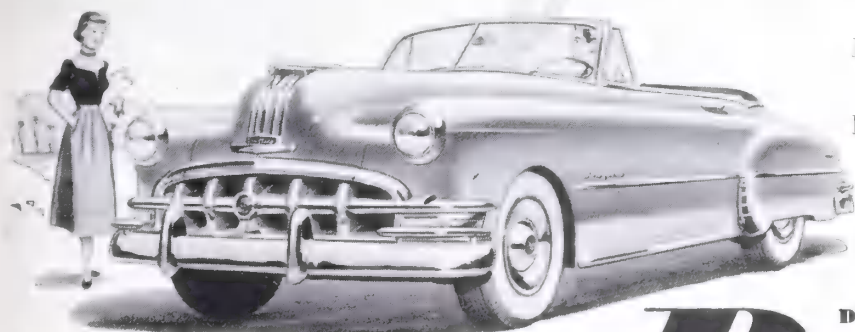
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Not just smart... but the smartest of them all!



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The new 1950 PONTIAC CONVERTIBLE

Here is the smartest station wagon of them all! The new Pontiac Station Wagon for 1950 is swank and stylish as never before, and built *entirely of steel*—for quiet, long-lasting, carefree rambling. For size, for outstanding beauty, for price—Pontiac's 1950 Station Wagon is *more* than smart. Dollar for dollar, it's the smartest of them all!

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Bright new colors . . . inviting comfort . . . easy-to-clean surfaces . . . all combine to give you home-beauty and service at its best.

Duran's the plan for a "house beautiful." On lounge chairs, sofas, hassocks and dinettes . . . Duran's the choice of smart homemakers everywhere. For lovelier rooms that are easier to KEEP that way, ask for Duran . . . look for the Duran tag when shopping for furniture.

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Resists damage from dirt
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No Tarnishing or Staining
from Heat

It's Worth MENTIONING

by Julie Polshek

With this Arrow Klamp-On Iron Rest clipped to your board, you can iron as far as six feet away from a wall outlet and still have free use of every inch of your iron cord. Your iron plugs into the rest's built-in outlet; the 6-foot heater-cord extension (the only approved safe type for irons) plugs into wall outlet. Sturdy steel rest fits any board and has Underwriters Laboratories approval. \$2. Jordan-Marsh, Boston, Mass.



Its makers call this No-Nail Hanger "sensational." They're 100% right! Spread and wet the cloth wings, press them to wall, and metal hook is ready for any 10-pound load—picture, mirror, shelf, kitchen or bathroom hang-up gear. Dormitory dwellers take note! Hanger grips to paper, paint, wood, glass, metal or tile until you strip it off. Not even a smudge remains. 24 for \$1. Roberts Co., 4335 Elston, Chicago 41, Ill.

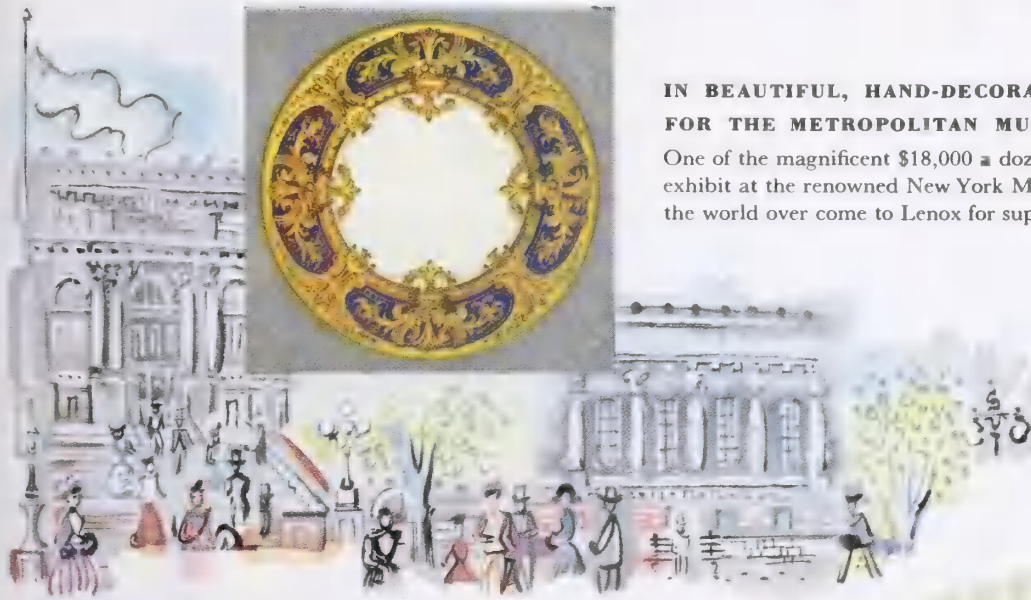
Strawberries are ripe in this gay Plastron Summertime ensemble. It's a decorative tonic for kitchen or dinette. The supple, dull plastic looks like fabric. No laundry cares, though. Blue, green, gray, or maize ground. Cushion, \$1.20; chair back, 70¢; pleated shelf edging, 23¢ yd.; 12" shelving, 30¢ yd.; 54" x 54" tablecloth, \$1.80; 54" x 72", \$2.50; 54" red-valanced Dutch draperies, \$2 pr. (other lengths available). Bloomingdale's, New York, N. Y.



Welcome to this new le Moulin Mural model of France's Peugeot Frères coffee grinder. It has the same fine, lifetime mechanism that made the prewar model famous. Only the design is new. A dial that adjusts grind from superfine to coarse is handily located at base of air-tight, one-pound cannister. Glass measurer snaps on at base of wall plate to receive ground coffee. Ivory. \$7.70. DePau Imports, 204 W. 59th St., New York, N. Y.

(Continued on page 129)

It's the Lenox touch **THAT MAKES IT LOVELIER**



IN BEAUTIFUL, HAND-DECORATED CHINA FOR THE METROPOLITAN MUSEUM

One of the magnificent \$18,000 a dozen service plates created for exhibit at the renowned New York Metropolitan Museum. Connoisseurs the world over come to Lenox for superior quality and beauty in china.

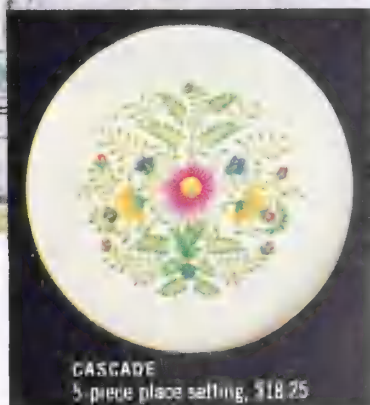
IN PRECIOUS *RUTLEDGE* FOR TODAY'S BRIDE

The same fine hand-craftsmanship, on the same fine translucent china, makes Rutledge as lovely as every Lenox museum piece. For Lenox makes only one quality china—the finest. Use your Rutledge service every day. For all its delicate translucency, Lenox china is made to last for generations—and the jewel-like, hand-enameled field flowers, the 24-k. gold decorations, will maintain their beauty throughout the years.

Rutledge, 5-piece place setting (dinner, salad, and butter plates, teacup and saucer) . . . \$22.25



BELLEVUE MAROON
5-piece place setting, \$26.00



CASCADE
5-piece place setting, \$18.25

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write Lenox, Inc., Trenton, N. J.*

LENOX  **CHINA**

AMERICA'S WORLD-FAMOUS FINE CHINA

"Take a color from 1 to 10..."

for your kitchen by *St. Charles*



Morning Blue



★ Dusk Blue



Sunny Yellow



Terra Cotta



Mist Gray



Shell Pink



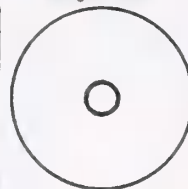
Sea Green



★ Pine Green



★ Bright Red



White



This kitchen, pictured in two views above, features a step-saving diagonal sink arrangement, built into its one-piece L-shaped counter top.

Color is coming into your kitchen, as surely as two and two are four. The warmth and hospitality of color have too long been lacking in the one room that is, so truly, the heart of your home.

Today, these ten decorator tones are yours to choose from, as freely as you may choose from half a hundred St. Charles convenience units... or among the varied materials and blending colors that St. Charles offers in planning your exclusive, one-piece counter top.

Expect these refinements only from St. Charles, because they are only to be had through custom building.

SEND FOR THIS COLORFUL BOOKLET. "Your Kitchen and YOU"—includes color photographs of St. Charles Kitchens, as well as pictures of many convenience units and special accessories. Tell us if you plan to build or remodel soon. Enclose 10 cents to cover mailing and handling. Address: St. Charles Manufacturing Co., 1701 Dean Street, St. Charles, Illinois.

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THE **QUALITY** NAME IN KITCHENS

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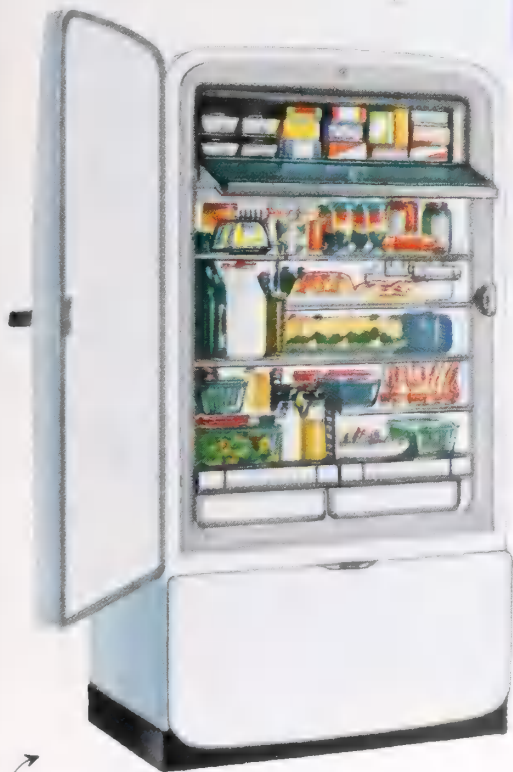
An estimate from your St. Charles dealer will convince you that large or small, plain or fancy, your kitchen can have St. Charles color, convenience and quality.

★ Recommended for interiors or other accents.

NEW *Greater Servel for 1950*

Beautiful long-life **DESIGN**

Amazing 90 second **QUICK-CHANGE INTERIOR**



FROM THIS TO THIS

amazing quick change

Imagine! It takes just seconds to change shelf arrangements for special needs. It's easy to store the holiday turkey...extra quarts of milk...or enough soda for a party.



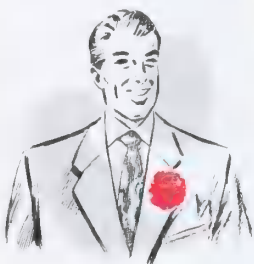
Plus the only freezing system that **STAYS SILENT, LASTS LONGER**

NO MOTOR TO WEAR. No machinery to cause noise. The famous Servel Gas Refrigerator has Jet-Freeze — without a single moving part in the freezing system. That's why Servel—and Servel alone—stays silent, lasts longer. Even storms won't stop its continuous operation—because Servel runs on dependable gas.

ICE FROM HEAT. Servel's Jet-Freeze system provides continuous cold by means of an action similar to that of a percolator. For farm and country homes, Servel runs also on Bottled Gas, Tank Gas, Kerosene. See it at your Gas Company or neighborhood dealer. Servel, Inc., Evansville 20, Indiana. In Canada, Servel (Canada) Ltd., 548 King Street, W., Toronto, Ontario.

Servel *The GAS Refrigerator*

REMEMBER WHEN YOU BUY . . . IT'S THE FREEZING SYSTEM THAT COUNTS



Flower of Personal Elegance



THIS SYMBOL IDENTIFIES THE
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CARNATIONS

Propriety, distinction, personal refinement are characteristics

not easily won. Yet such things as queenly carnations—used

either extravagantly or simply—impart an air of elegance to

your favorite room...your most formal gown.

GENUINE

Colorado Carnations

COLORADO STATE FLOWER GROWERS ASSOCIATION



PALMER PHOTOGRAPH, COURTESY AMERICAN PRESIDENT LINES

Japan's giant brass Buddha of Nara startles western eyes with its gargantuan sumptuousness. But the cross-barred treillage of its wood housing demonstrates typically oriental skill at juxtaposing the ornate with the simple.

How to leave home and like it

by Louisa M. Comstock

Dates and rates are changeable. Prospective tourists should confirm this information with their travel agents, transportation companies, or hotels

An oriental success story concerns the rapid relaxation of military limitations on travel in Japan. Only a year ago a seven-day tour inside Japan was news. Today tours are available from two to 31 days. You can visit friends as well as relatives, and extend your visit on a series of 60-day permits up to the two-year expiration date on your passport.

Japan is launching a thorough rejuvenation of all tourist facilities, from highway improvement through modernization of its 14,000 inns with American-style plumbing, to the reopening of areas like Kyushu, whose fabulous beaches will be yours again this year. Minimum two- and three-day tours between Kobe and Yokohama provide an overland interlude on either sea or air trips. Seven-, 14-, 23-, and 31-day tours, available on American President Lines' complete trans-Pacific cruises, follow the same route in greater detail. The 31-day tour, for instance, visits 14 spots of interest, and includes Hiroshima, the Kegan Waterfall, the Great Buddha at Kamadura, the Mikimoto pearl culture farm, the Nagoya porcelain factories and damascene-ware plants, and cormorant fishing on the Nagara river at night. You can investigate further through your travel agent, or any of the carriers serving Japan: American President Lines, Northwest Airlines, Pan American World Airways, Philippine Airlines, Canadian Pacific Airlines.

Contemplate Cuba

This winter, if you visit the gay good-time city of Havana—only 90 miles and a half-hour's flight from Miami—don't leave thinking you've seen all there is to see in Cuba. About 150 miles to the east, there's a combination of Cuban local color and a phenomenally blue and gold beach in the sun-drenched, sleepy town of Varadero. It's the Cuban's own summer resort, but oddly enough, it's too chilly for them in January and February, when it's just right for Northerners. Here you can swim, fish, suntan, and generally let your nerves untangle themselves in slow tempo. Don't go expecting a giddy whirl—the giddiest you'll get will be on Saturday nights at the local cabaret or at the rather noisy movie house, or week nights, at one of the casual, palm-thatched little pubs where you can while away an evening with a (Continued on page 136)



M. F. K. Fisher



Emily Kimbrough

PHOTOMONTAGE BY THOMAS YEE

Why do Clifton Fadiman (authority on good reading), Emily Genauer (art critic), John Crosby (reporter on radio and television), Emily Kimbrough (observer of club life), and M. F. K. Fisher (master cook) appear on these and the following pages? Why, indeed?

We believe that a home is more than a well-decorated showplace, and that a magazine devoted to the home must do more than discuss the right colors for your dining room and proper use of draperies for your living room. In previous issues we have suggested that you consider your home not your castle—that is too formal—but the resort of your friends,

House Beautiful

FEBRUARY

1950



Ivy Genauer

John Crosby

Clifton Fadiman

your private university, your fireside club, your family concert hall, the ballroom and party-place for your children and their cronies. "Better your home—better your living" has been our theme. Now we have invited Mr. Fadiman et al. to give you *their* thoughts on "Better your living." These are good thoughts, valuable, practical.

On the following pages HOUSE BEAUTIFUL shows you

How to Better your Living right where you are



PHOTOGRAPH BY EDWARD HEYER

TABLE, MARION WOODS; DISC, OF BRASS, QUARTZ, 12-1/2"
LAMP AND SHADE, BRACH-ALLEN STUDIO; BOOKS, BRACH-ALLEN

How, why, and what to read for pleasure. Never
mind "education"—*pleasure* is the keynote!

Reading for Delight

by Clifton Fadiman

Mr. Fadiman, the well-known Mr. Fadiman, appears here neither as the interlocutor of "Information Please" nor as a television image. He appears in his original role of a writer on books.

Back in 1650 an Englishman named John Denham, in one of those neat couplets that seem somehow to exhaust the subject, wrote:

"Books should to one of these four ends conduce,
For wisdom, piety, delight, or use."

Those that conduce to use comprise what Charles Lamb called "books which are no books—biblia a-biblia." A volume of tide tables or a telephone directory would fit into this category, even though news about nature may be gleaned from the first and news about man from the second. Those that urge one to piety are less numerous than once they were, having been largely replaced by so-called books of inspiration. Those that conduce to wisdom are, one supposes, the best books, the greatest, the kind that get into the

lists drawn up by scholars, and unfortunately tend to stay there.

As for those that give "delight"—well, delight is a quaint old word that few readers would use nowadays. Yet there

is no substitute for it. One might call

it the superlative of pleasure, as pleasure is the comparative of entertainment. There are many books that entertain, fewer that give sharp pleasure, fewer still that give delight.

Several simple, downright things may be said about such reading. The first is that even the most lightly entertaining book must offer *some* resistance to the mind. You cannot really be entertained by a book so silly or vapid that it does not engage your mental faculties at all. Such books—and the book-

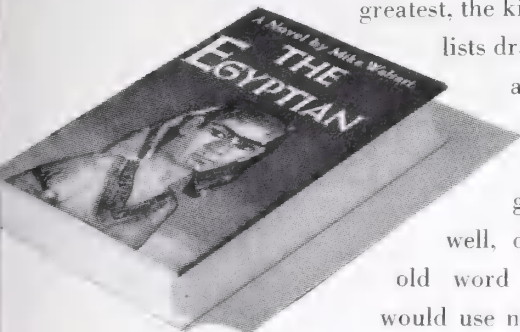
stores continue to sell them to readers who continue to find them vaguely unsatisfactory—offer about as much challenge to the attention as a marshmallow does to the teeth.

On the contrary, a truly entertaining book makes your mind

sit up and take notice, while at the same time it subjects it, quite frankly, to no severe strain. But while it may be "easy" to read, you can't read it just to kill time. Someone has said that there's all the

difference in the world between the man who wants to read a book and the one who wants a book to read. The time-killing reader belongs to the latter class—he's using print merely as a means of forgetting his own existence, as another person might use seconal.

Books *can* be part of the most serious side of our life. To our forefathers—but less so to ourselves, I fear—the Bible was such a book. But, just as it is an error to treat books as an anodyne, so it is an error to approach them too seriously. There is such a thing as a reading snob, for whom a book represents a kind of mental struggle, who reads only what he calls "the best," and is much given to talk about the classics. He forgets that the *Iliad* was once chanted aloud to bring smiles of pleasure to the faces of the old Greeks; and that the play-going commoners of London once, in the simplest way, wept over and thrilled to the lurid romance of *Romeo and Juliet*. A classic, perhaps, is just a great (Continued on page 127)



Snails

Rabbit

No, no, no!

Eggplant

Zucchini



Mussels

I won't eat that!

The author of "How to
Cook a Wolf" here shows you
(and your husband) how to
overcome gastronomical prejudices

by M. F. K. Fisher

It is very easy to sound pompous about Prejudice. I think the first thing I ever said that I considered even vaguely epigrammatical was something like "My greatest prejudice is against Prejudice." At this ripe distance I can only hope I kept it to myself, but it often comforted me secretly with what I felt was a tragically mature self-mockery, in the mid-Twenties, when I was in my mid-teens.

At the risk of strengthening such a didactic pronouncement, I must confess that I still agree with myself, and that Prejudice as it applies, for instance, to modern gastronomy, more often than not can be applied just as easily to the other arts and sciences of decent existence.

Prejudice is a clear-cut form of infantilism, and a mature man who will not eat Kidneys Ali-Bab because of a nasty story he heard when he was a child is equally capable of other even worse stupidities and lapses in normal human logic. In the same way, if he can rid his mind of this one bit of childishness and open it, and through it all his five senses, to the possible interests and delights of a new experience, he is equally capable of making other changes, both physical and spiritual. He can, if he so wishes, hear music in what was once a din to him, and find friends behind different colored (Continued on page 115)

It doesn't *have* to be a Masterpiece

by **Emily Genauer**

Emily Genauer, art critic of the New York *Herald Tribune*, is a rarity. She is an art critic who writes about art with both sense and sensibility. Her discussion here deals with good pictures within your reach.

First there was a centuries-long procession of popes and potentates who supported artists, and treasured and preserved their art. Then came the millionaires and the museum major domos, spending vast sums to acquire it, framing it in gilt, setting armed guards to watch it, and generally surrounding it with an aura of sanctity.

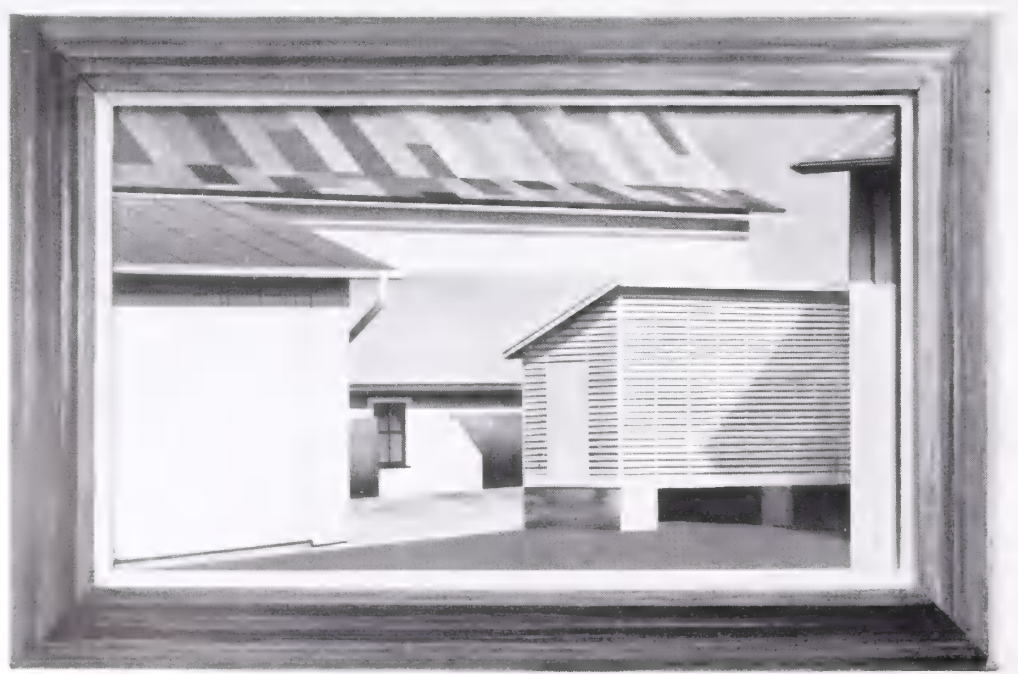
Small wonder, then, that in the minds of so many people pictures and masterpieces have become synonymous, and the problem of filling that empty wall space above the living-room sofa somehow seems to involve

the shades of assorted Medicis in Renaissance palaces.

People will buy a fur coat, and be satisfied with less than white mink. They'll buy a diamond ring, and take less than the Koh-i-noor. They'll select a television set, knowing that there are certainly bigger and better models around than they can afford. They'll settle for a \$300 sofa, without torturing themselves that more elaborate ones are available for \$500. They also know that the fur coat will go out of fashion, the television set lose its fascination, the sofa wear out. (*Continued on page 147*)

"Barn Shapes," Edmund Lewandowski
\$175

The Downtown Gallery





"TOWHEE," BERNARD KLONIS

\$100

Contemporary Arts, Inc.



"THREE TREES," EINAR LUNDEN

\$200

Contemporary Arts, Inc.



"HIGHWAY," VERNON SMITH

\$250

Kraushaar Galleries



\$800 made this transformation

See how a bleak furnished room became a well-planned home with all the appurtenances of genial living

by Sara Little

AFTER

Make-it-yourself furniture, low cost fabric, and wall-to-wall fiber carpeting turned the forlorn room which you see below into this pleasant apartment. Warm, medium tones of walls make for easy upkeep, while flamingo accents add sparkle. The cigar-store Indian gives scale and punctuates the low horizontal lines of the furniture.

Even in one room and on a meager budget, you can enjoy good living, if you put the dollars-and-cents emphasis in the right places. It's not how much you spend but what you spend it for that makes the difference between a dismal furnished room and an apartment with character like the home of Mr. Ben Colman. Sometimes it's best to splurge on sheer quantity. Fabrics in quantity—lavish yardage of inexpensive curtaining—have done far more for this room than could one lonely pair of draperies, be they ever so lush. Storage

space in quantity, and cannily planned, is reliable insurance against distracting clutter. Sometimes it's quality that counts. A good comfortable bed and a well-constructed easy chair are worth every penny you can save by skimping on something else.

The cost of labor is the biggest single item on almost any decorating bill. So you ought to think seriously about substituting some of your own elbow grease for the ready-made variety. A woman may make her own curtains. A man may build furniture or put it (*Continued on next page*)

ALL PHOTOGRAPHS BY WILLIAM HOWLAND



BEFORE

Uninteresting trio of windows and an awkward radiator were among the worst features of the room. Obvious solution—a radiator cover—was discarded in favor of Fiberglas marquise curtains which stand up to heat. Note space-saving (40-inch square) desk-table on opposite page.



BEFORE

The graceless arched doorway gave an insipid character to one end of the room. Bookshelves and cupboards were built to frame the opening, minimize the arch, and provide much-needed storage space for books and other gear.



AFTER



Lower cabinet at left is for records; the one at right is for bar supplies. Dead storage cupboards top the whole. Stock moldings and distinctive door-pulls—harness brasses hung on leather straps—keep the unit from looking homemade.

\$800 made this transformation

(continued)

together from pre-cut parts. So we have not included labor for making these items on our price list. Naturally you cannot make them without tools. So if you are not blessed with a sewing machine or even a hammer, you will have to figure in the cost of such equipment. If you are not handy with a saw, you may be able to find an amenable lumber dealer who will cut wood to your measurements. But that, of course, will up the price of the wood. The prices of standard merchandise too will vary a good bit from one locality to another.

Our budget does not include accessories since they defy budgeting. It's what they do for the room that counts, not their intrinsic value. Significant scale or perfect color may be found in a work of art or in a curious trifle acquired for a penny.

HOW THE \$800 WAS SPENT

Drapery and cushion fabric, 36 yds. @ 79¢..	\$ 28.44
Fiberglas marquissette, 12 yds. @ \$1.95....	23.40
Corduroy for bed cover, chair and ottoman. 29 yds. @ \$1.95.....	56.55
Rugs, two nine-by-fifteen.....	73.90
Furniture: Cupboard	29.85
Cupboard	29.85
Chest	64.95
Bench	10.85
Patterns (3)	2.25
Uncut lumber (129 sq. ft., 3/4" @ 35¢).....	45.15
Chair and ottoman.....	89.00
Yacht chairs, four @ \$11.00.....	44.00
Lumber for frame.....	5.00
Lumber for bookcase..... (approximately)	50.00
Mirror (second hand).....	25.00
Box spring and mattress.....	99.00
Bolsters (two @ \$3.74).....	7.48
Cushions (five @ \$1.09).....	5.45
Hardware for curtains and draperies.....	6.00
Lamps, two @ \$34.95; one @ \$24.97.....	94.87
TOTAL	\$790.99

All the storage you need (below). A three-door cabinet flanked by two five-drawer chests, holds personal linen, television set and games, china and glassware, and table linen. All three were assembled from prefabricated parts. The black lacquered lamps, important in scale, are inexpensive reproductions of Early American canisters.



One long side of three-quarter size bed disappears under 12-inch deep shelf-and-cupboard unit made from a pattern. Blankets, pillows are stored in cabinets you make from pre-cut parts.



FOR MORE INFORMATION ABOUT THIS APARTMENT TURN TO PAGE 114



Natural walnut used for the doors adds a luxurious accent to cabinet cases painted gray to match the wall. Vertical tier of etchings and large off-center mirror set in a deep frame lend height to the room.

What's Television



going to do

to Your Life ?

by John Crosby

Critical appraisal of radio and television shows was lifted to a new level of urbanity when a young man by the name of John Crosby appeared on the scene. This happened four years ago. Since that time, he has become one of our most widely-read and provocative commentators.

Television's impact on our habits, our minds, and our culture is not going to be anywhere nearly as devastating as was originally predicted, and don't let anyone tell you differently. When this genie first got out of the bottle, there were alarmed cries from educators, psychologists, sociologists, profound thinkers, and even several poets. These are the sorts of people who alarm easily and are always in full cry ahead of the mob, sometimes with good cause. They are hyper-sensitive to social currents and carry, as it were, a full head of social protest in their boilers at all times.

Their complaints, to list them in order, were that it would destroy the art of conversation, terminate the publishing of books, ruin the motion-picture industry (some of the poets conceded this might not be a bad thing), and conceivably atrophy everyone's vocal chords. These sweeping predictions deserve to be ranked with that of George Bernard Shaw's concern- (*Continued on page 125*)

Are your teen-agers starting
to entertain? Your role is
to set the stage for the party—
then disappear behind the scenes

Where to hide during a Coke Cancan

by Frances Ullmann

Frances Ullmann knows teen-agers, their whims and problems, and how to cope with them. She is the author of *Girl Alive*, a handbook for distaff teens.

Say yes fast when your teen-ager wants to have the gang over. For here's your chance to build up your youngster's status as an accepted member of "the crowd" and to make your home synonymous with so much fun that they'll want to come back for more.

But what do you do now? Well, make up your mind that you're not going to be the life of *this* party. Your moral and physical support will be requested before and after festivities, but when the party starts, you're expected to choose the nearest exit. Retreat—to your bedroom, the movies, a (Continued on page 109)



PHOTOGRAPH BY LILLIAN BASSMAN



And now, ladies, are there any questions?

Dear Club Member: I suggest you *Speak up!*

Emily Kimbrough

Emily Kimbrough who, with Cornelia Otis Skinner, wrote the famous best seller, *Our Hearts Were Young and Gay*, is also one of the most popular attractions on the lecture circuit.

Here is a lecturer's-eye view of women's clubs and a plea that club life be brought nearer home life

When I go back to the town of Muncie, Indiana, where I was born, I face with discomfort the announcement, from my mother's contemporaries, of my exact age. If they do not announce it, I know that they know it and, for all my flinching, I cannot question their accuracy. It is based on what might seem to someone not of that group, an obscure association. To those of us, however, who grew up in the environment of their vocabulary, it is piercingly clear and indisputable.

"Emily was born," they verify among themselves. "in the Fifth Canto. That was in October. You remember, Lottie (my mother) was reading and turned it over to Frances at the last meeting before Emily was born, but she took it back again the second, or perhaps the third, meeting in November." There may be a slight difference of opinion in the group over that point, but it does not allow of sufficient scope to ease my arrival date by a margin in my favor of more than two weeks, and even if I would ask for the grace of those few weeks, they could and would. I'm afraid, consult the records and deny me. (Continued on page 142)



by Laura Tanner

Fabric Fixed It

If you are stuck with a dull room full of dated architectural details, you can fix it with fabric plus a few gallons of paint

Don't hesitate to do anything drastic about a boring room because you think it will cost too much. Or because you can't change the discouraging architecture on which you pay rent. Or because you must keep your carpet and furniture. You can be realistic about all this and still snap a room out of the doldrums with a spanking new fabric, plus a paint job, probably long overdue.

In the dining room, opposite, welcome change is wrought with crisply beautiful chintz not faintly reminiscent of the discarded rose theme. Note how one color on the walls minimizes uninteresting paneling, how a citron ceiling adds interest, and how the chandelier and wall brackets benefit from a bath of green cold-water paint. The molding over the mantel becomes an asset as a frame for a noteworthy collection of Rockingham plates, formerly "lost" singly about the room. Its faded blackberry tone is repeated on the doors (not shown).



A
F
T
E
R

BEFORE


Without replacing expensive elements like carpets and furniture, you can still revive a languishing room with generous use of fabric and a new color scheme. The chintz used above is from Howard and Schaffer, Inc. The easy-to-clean Flex-alum blinds with vinyl plastic tapes shed city grime, are from Hunter-Douglas Corp.

PHOTOGRAPHS BY WILLIAM HOWLAND





by Frances Taylor Heard



Much-needed wall space is gained by blocking in the old doorway, above, with a three-sectioned window of ribbed translucent glass. It borrows light from the outside window daytimes, is backed with a spotlight at night. Bookcases and grille-door shoe cabinet form a niche for the studio bed; blankets and pillows can be stored in roomy end-chest. At right, re-designed bookcases and plywood-block mantel wall are a vast improvement over the original shown below.



DESIGNED BY KARL STEINHAUSER FOR WILLIAM J. WITHERS

THIS TOOK COURAGE

If you're a frustrated apartment-hunter, take heart. See how this sombre dwelling was reclaimed for better living

ALL PHOTOGRAPHS BY WILLIAM



← Two specially built linoleum-top tables now hide unsightly radiator, provide ample dining and work space next to kitchen. Sofa bed fits neatly into alcove.

Never let that first look scare you. Instead, use your imagination, just as the eventual owner of this apartment did. He didn't despair of living here. He looked for possibilities. No storage or working space? He'd make some. Not enough wall space? There was a useless doorway to block in. And while he was about it, it might as well be decorative. Note the screen-like front of the closet, grille doors on the cabinets. Brilliant color replaced drabness, and accessories like the candy jars and coffee-grinder lamps added the final touch. So remember the key to the success of any room. When it's comfortably yours, planned around the way *you* live, it's bound to be right!



PHOTOGRAPH BY GJON MILI

MARIAN ANDERSON SINGING AT CARNEGIE HALL

The *Honest* Enjoyment of Music

by Richard Williams

**You have to decide what is good music
for you. Listen to whatever you like!
Your taste will mature with experience**

A few months ago, Arturo Toscanini and his N.B.C. Orchestra traveled to the little town of Ridgefield, Conn., in order to give a benefit concert in the auditorium of the high school there. The grateful recipient of the benefit was the Ridgefield library, not to mention the audience, who had willingly paid as high as \$50 a seat. Toscanini played Mendelssohn's *Italian Symphony*, Debussy's *Afternoon of a Faun*, and the Forest Murmurs from Wagner's *Siegfried*. Fine music. But he also played Thomas's Overture to *Mignon*, Waldteufel's *The Skaters Waltz*, Saint-Saens' *Dance Macabre*, and, ignoring his usual custom, he played three encores, Johann Strauss's *Tritsch-Tratsch* (Continued on page 118)

Why not live in a better climate?

We're not suggesting you pull up stakes and move to some South Sea island.

On the contrary, we say you can make your climate, right where you are,

20 to 40 per cent more livable by using the principles of Climate Control.

These principles are not ivory-tower theories. They're basic facts. Some are centuries old, but little known or used in our times. Others are brand-new principles, developed through 31 months of research by House Beautiful's panel of scientific experts.

Used correctly, they minimize the strain your climate puts on you and your house.

But you cannot apply Climate Control to your house until you understand yourself. Before you can improve your comfort, you need to understand **WHY** you feel hot and cold. You may think you know, but check yourself with the article on the next page.



HOUSE BEAUTIFUL'S
CLIMATE
CONTROL
PROJECT

The scientists who researched Climate Control

Dr. Ralph Linton
Yale University

Dr. Paul Siple
Military Geographer,
The General Staff, U. S. Army

Dr. Helmut Landsberg
Executive Director, Committee on Geophysics and
Geography, Research and Development Board

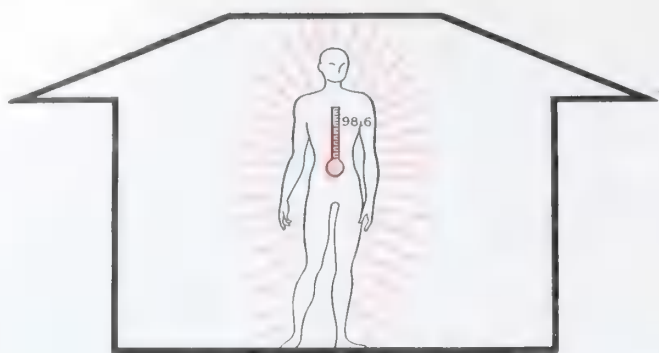
Dr. Dana Coman
Consultant, Scientific Advisor,
Office of the Chief of Staff, U. S. Army

Dr. L. P. Herrington
Director of Research, the John B. Pierce Laboratory of Hygiene
Research Associate Professor in Public Health, Yale University

Walter A. Taylor
Director of Education and Research,
American Institute of Architects

Miles L. Colean
Consulting Economist

Wolfgang Langewiesche
Technical Writer
Kollsman Instrument Division,
Square D Company



Animal heat is your real furnace

Your body develops more animal heat than it can use. Your house never heats you: it always cools you, even in winter.

Why you feel HOT

by Wolfgang Langewiesche

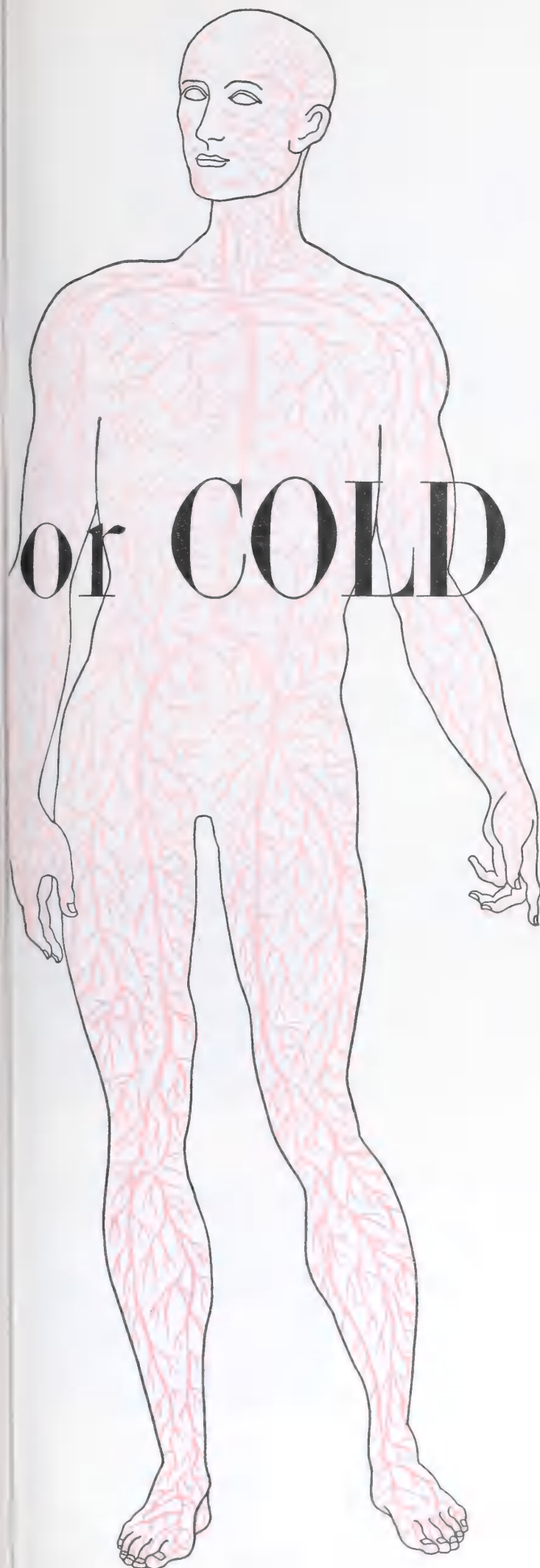
You can't begin to improve your own climate until you understand about yourself. So find out WHY you feel the way you do. Climate Control starts with understanding

"But I do understand!" you are saying to yourself before you read a line farther. "When the thermometer goes down I feel cold, and when it goes up I feel hot. What more do I need to understand? It seems as clear as crystal," you argue.

It is that word "seems," Dear Reader, which is the reason for this article. For the truth is, things are NOT what they seem—to the average layman. The whole realm of body comfort is pretty generally misunderstood. Even the words we use to talk about comfort are wrong and misleading. To complicate things even more, we are exceedingly poor observers of the numerous conditions that produce the way we feel.



When you're hot, your blood circulates close to the surface.



**When you're cool, your
blood stays deep inside you.**

We've been taught to regard the temperature of the air as the key to our comfort. But air temperature is only one of four things that affect how we feel, and to which we should pay attention if we want to control our climate. We need to wake up to how we are affected by the temperature of the solid things around us (walls, ceilings, floors, window glass, etc.). Also vital to our comfort is amount of humidity and speed of air movement.

But there is an even greater mental readjustment that must be made before we can understand about comfort. There is a fact so basic that, unless you understand it, all the other facts don't make sense. But we warn you! It's a fact that will give you, at first, a dizzy feeling. For this basic kernel of truth is just the opposite of the commonly held idea, and, when you first read it, you will think you are reading gibberish.

It is simply this: that your body is a heat machine and that your problem of keeping comfortable is always a cooling problem, both in summer and winter. We'll say it again: The relation of your house to your body is always that of allowing you to lose heat—to cool off both in summer and in winter. You *need to introduce heat into* your house in cold weather to slow down your rate of cooling. You do not heat your house to heat you.

If all this seems like a lot of double-talk, or maybe just a problem in semantics, please take our word for it, it is important. For until, and unless, you get this one concept straight you cannot even begin to think on the subject of comfort.

It is really all quite simple, once you clear your mind of previous erroneous concepts.

Man is a constant-temperature animal, unlike the fish or the snake. His normal temperature—the deep-body temperature way inside where it matters—is about 98.6° F. You have seen this figure marked on your fever thermometer. Practically regardless of how hot or cold your surroundings, your insides keep themselves quite close to 98.6° F.

This ability to maintain an inside temperature, independent of the outside weather, is one of God's best gifts to man and the other higher animals. What keeps you warm is your own animal heat. And you constantly develop much (*Continued on the next page*)

Why you feel HOT or COLD

more of this animal heat than you can possibly use; therefore, you must always be shedding heat.

This is **THE** most basic fact and perhaps the most surprising: You are always being *cooled*. Winter or summer, your house does not heat you; it cools you. Winter or summer, awake or asleep, your body produces much more heat than it can use, and you have to *shed* heat. Even in winter, with your furnace roaring, your real furnace is always yourself. Your house, winter or summer, does not heat you; it cools you. Actually, *you* heat *it*.

In summer your house doesn't let you cool fast enough, so you suffer. Even on the most oppressive

sort of day, your house still cools you, though not fast enough to suit you. We say it again: What makes you hot is not the sun's heat, but your own animal heat. The oven-like house merely makes it harder for you to get rid of your animal heat fast enough.

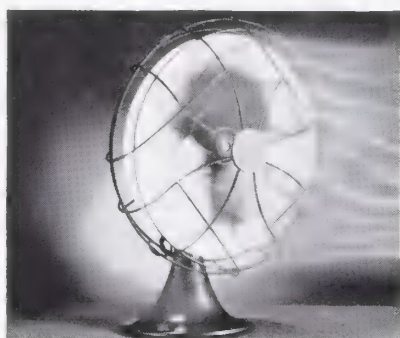
Where does all that heat come from? Well, bread, steaks, candy, etc. Man is a heat machine, driven by his internal fire, much like an automobile motor. He burns his food in a slow chemical fire and produces power: power to keep his own internal machinery operating; power to hold himself erect, keep his eyelids open, keep the mind on a track; power to walk, to work, to dance—in short, power to live.

Your body loses heat, never gains it

You spill excess body heat in these three ways

Convection

Air picks your animal heat off your skin. Moving air picks off more heat than still air: cool air picks off more heat than warm air. Air also cools large surfaces in your lungs.



Radiation

Heat "jumps" from skin direct to any cool surface. Here, ice cools hands, although they don't touch it. Cool floor, walls, ceiling cool you in summer and chill you in winter.



Evaporation

Moisture on your skin cools you when it evaporates as moisture on gourd cools water in it. Perspiration is human body's built-in skin-moistening device.

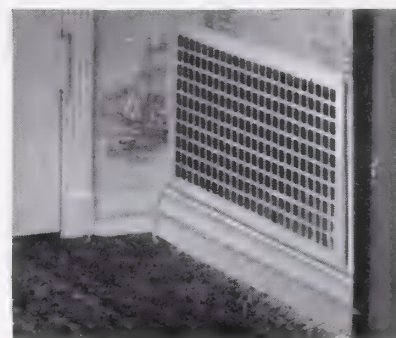


COURTESY AMER. MUSEUM OF NATURAL HISTORY

Two ways to slow flow of your body-heat to house

Warm Air

Warm air doesn't really warm you, but merely slows down convection-heat loss from skin. This then allows blood to flow to skin into feet, hands, etc. Blood makes you feel warm.



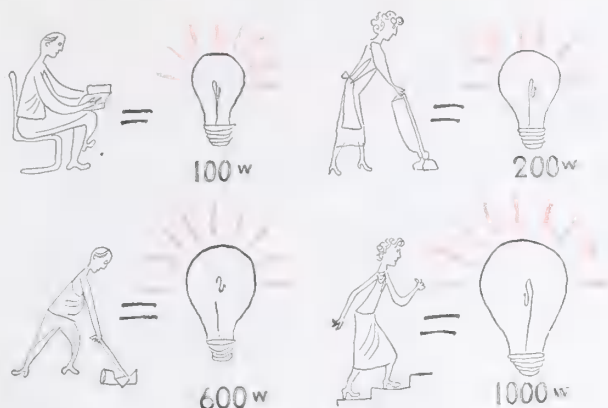
Radiant Heat

Body-heat can't jump from hand to hot fire, but stays in hand; the hand warms from inside out! The same way, a warm wall stops radiation from your body, lets your body heat warm you.



The secret of comfort: heat flows from your body to your house. If you feel hot, speed up body cooling; if you feel cold, slow up body-heat loss

People make heat



The harder you work, the more heat you throw off. Light bulbs show each person's heat output.

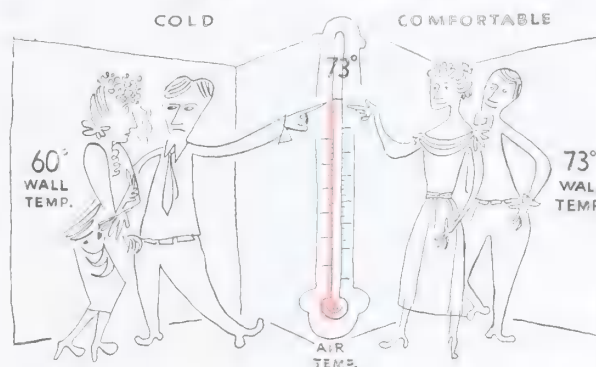
Better your living



HOUSE BEAUTIFUL'S
CLIMATE
CONTROL
PROJECT

with climate control

Wall temperature is important



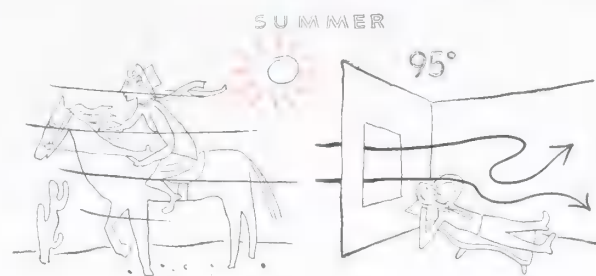
Both rooms have the same air temperature, but one family is cold because the walls are cold.

But as with all heat-engines, this power-making process is accompanied by an enormous waste of heat. (The automobile wastes, through its radiator and its exhaust pipe, three-fourths of the heat value you buy in your gas.) Man wastes about three-fourths of the calories—the heat units—contained in his food.

You throw off heat at a rate that would astonish you. The average person, awake and sort of puttering around, throws off as much heat as a 100-watt electric bulb. It does not matter whether it's summer or winter, whether the room is chilly or hot, whether you *feel* hot or cold. Your heat output depends on the work you do. Asleep, just keeping your heart running, your brain dreaming, your lungs pumping, your heat output is like that of a 50-watt electric bulb. Doing light housework, it is like that of a 200-watt bulb. Chopping wood, a 600-watt bulb. Walking up a flight of stairs, a 1,000-watt bulb. But regardless of what you are doing, you are manufacturing more heat than you need. So you are always throwing off some of this excess.

There you have the simple formula for a comfortable house: The house must always be ready to soak up these varying amounts of excess heat you must get rid of if you are to keep yourself at 98.6 degrees. But your house must not suck out of you more heat than you have to waste. *The cooling power of your house must equal (or balance)* (Continued on page 150)

You can learn from nature



Very hot air can be comfortable if it is very dry or if it is moving. The same is true indoors.

Air temperature isn't everything



Cold air plus radiant sun makes comfort. Indoors also, cool air is comfortable with radiant heat.

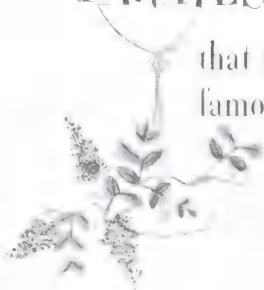


The Art of Giving a Good Party

by Virginia Stanton—a woman
who would rather give a big party
than buy a dozen new hats

PARTIES

that make you
famous



To be a successful party-giver you have to have a few secrets in your book. But nearly everything I have to divulge sounds so small and unimportant in the telling that scoffers will say "such little things can't make *that* much difference." Yet they *do*! If you are expecting spectacular, never-seen-before tricks, then I am not the author for you.

I have been giving at least one party a week for the last umpty-ump years for from 8 to 32 guests. So I've had lots of opportunities to observe what produces fun and what falls flat. And I have come to the firm conclusion that the art of giving a good party is compounded of little things—*such* little things that most people overlook them. So they end up being worn out with work, instead of experiencing that fatigue-erasing elation that comes from being sure everyone had a wonderful time.

The most important thing to make sure about is this: The hostess must feel the party will be fun—for her as well as for the guests. This state of mind is catching. If you feel the party is going to be a Big Event, it will be. Sort of distant cousin of "mob psychology." If you don't have this (Continued on page 132)



1



2

Five Ways to Start Table Talk

To whet your guests' appetites, eyes, and conversation, present each course as a colorful, unexpected divertissement: (1) Ladle soup from a ceramic pear, from Bergdorf-Goodman, into individual antique china pears. Plates, Midhurst Importing Corp.; goblet, Bryce Bros. (2) Put an epergne to surprise use as an ice cream bowl. Its arms hold sundae garnishings, Maggi Lewis epergne, Olde Silver Classics; Wedgwood plates; cloth, Felix Tausend & Sons. Ladles in (1) and (2), Park Curiosity Shop. (3) Cup dark red cherries in Westmoreland milk-glass hands on green plates. (4) Amuse guests with ice cream "planted" in foil-lined flower pots, Wood plates, straw trays, from Bonniers. (5) Play up orange and avocado salad with Viking's glass swans. Spode leaf plates, Libbey's green glasses. All sterling flatware is Lunt's "Memory Lane."



3

PHOTOGRAPH BY MAYNARD PARKER



5



4

4 PHOTOGRAPHS BY WILLIAM HOWLAND





KITCHEN REMODELING BY ANNA MAY WILSON, HOME ECONOMICS CONSULTANT

Base cabinets are of standard sizes, but in varying heights to suit different chores. Custom-built wall cabinets (open here, closed opposite) are engineered for specific things to be stored. Plastic doors roll up out of the way, save bumps.

by
Charlotte Conway

A Dream kitchen that was a Nightmare

ALL "AFTER" PHOTOGRAPHS BY NOWELL WARD



An electric dishwasher and garbage Disposal take over clean-up chores, a constant gripe in the old kitchen. Above sink, note vertical files for pie pans, lids, dishes, and close shelf spacing for small articles.

It all started when the man of the family joined a businessmen's cooking class. During the war, when shortage of help and unsatisfactory restaurants made meals a problem, William Douglas McAdams and his daughters started cooking lessons. A few sessions at Dione Lucas's Cordon Bleu school brought home the fact that the kitchen in their 55-year-old, 16-room house, in Winnetka, Ill., was woefully inconvenient.

Mr. McAdams wanted, first, a step-saving, efficient place to work. The new kitchen was to aid and abet his new hobby, home cooking, and at the same time provide a place for the whole family to have a good time as they worked together preparing meals. Mr. McAdams set forth these requirements: A kitchen big enough to handle the needs of a 16-room house. More light, day and night. Counters of different heights to suit both him and his daughters. No swinging cabinet doors to get in the way. As little stooping and squatting as possible. Storage places for everything, to eliminate hunting and sorting. Finally, a kitchen easy to keep clean. Structural changes, new equipment and decorative scheme turned the trick.

THIS WAY TO THE NIGHTMARE



Nightmare

When a man gets interested in cooking, things happen! See how this old horror is remodeled for better living

The old confusion was turned into scientifically planned work centers. Salad and cutting centers are 38" high, as is the sink. Mixing counter is 35" high, desk 30".

The old gloom was dispelled by a gay wallpaper, colored and sound-absorbing ceiling, new linoleum. Hand-painted musical border pleases musical daughters.



A big family called for a big range instead of this. The new gas range has eight burners, three broilers, two ovens, a top grill. Ventilating fan under hood draws smoke, steam, through ducts to outside.

PHOTOS BY JEANNE CLEARY

Structural changes eliminated useless, inconvenient doors, pantries, and closets, turned a too-big kitchen into compact, workable space. Now several people work here without getting in each other's way.





A single picture window replaces two smaller ones, makes a perfect breakfast bay between built-in cleaning closet and refrigerator.

Dream kitchen (continued)

A double-decker serving cart on rubber wheels (below) carries everything from kitchen to dining room in one trip. It stands out of the way, but within easy reach of the refrigerator and work counters.

While looks were secondary in remodeling plans, photographs show function and appearance are not antagonistic. The whole family enjoys congregating in this kitchen to indulge their hobby—cooking.



These ingredients went into the new McAdams kitchen. Base cabinets, Kitchen Maid Corp. Plastimode Rollaway doors on custom-built wall cabinets, Plastic Process Co. Gas range, "Town & Country," Geo. D. Roper Corp. Electric dishwasher & garbage Disposall, Hotpoint, Inc. Ventilator, Broan Mfg. Co. Linoleum, Stearns-Blabon Corp. Wallpaper, F. Schumacher & Co. Ceiling, Celotex Corp.

Grandfather slept here....



... and so do We



DRAWING BY SIGMA

You might not believe it, but these two houses are one and the same. Underneath its gingerbread, we found the old house to be sound as a nut and surprisingly well planned. All we did to the exterior was to remove the tower, attic, porch, porte-cochere—"musts" in Grandfather's day.

We love the glass wall in our living room—it's a year-round pleasure, shaded all summer and sunny all winter.



When our own home burned to the ground in '47, we looked at Grandfather's old home with new eyes. It was beautifully situated with well-established trees and shrubs and views across the Vermont countryside in every direction. But we wanted a modern house. We first suggested to the architects that we wreck the old place and start fresh. After a little investigation, however, they decided it had possibilities—and began to show us what they were. We began to see that the bad taste of Grandfather's day was largely superficial. Underneath it was a sensible plan and first-rate workmanship. So we went to work.

We've lived here a year, now, and are very pleased. With today's high building costs, we've much more of a house than we'd have otherwise had—for how else could you get a modern eleven-room house for \$22,500? (Turn to page 83.)

When we started to remodel Grandfather's old house,
we were afraid it might end up as "Deweys' Folly."

But now that we've lived here a year, we know we did the wise thing

by Susan M. Dewey

PLAN BY SIGMAN-WARD

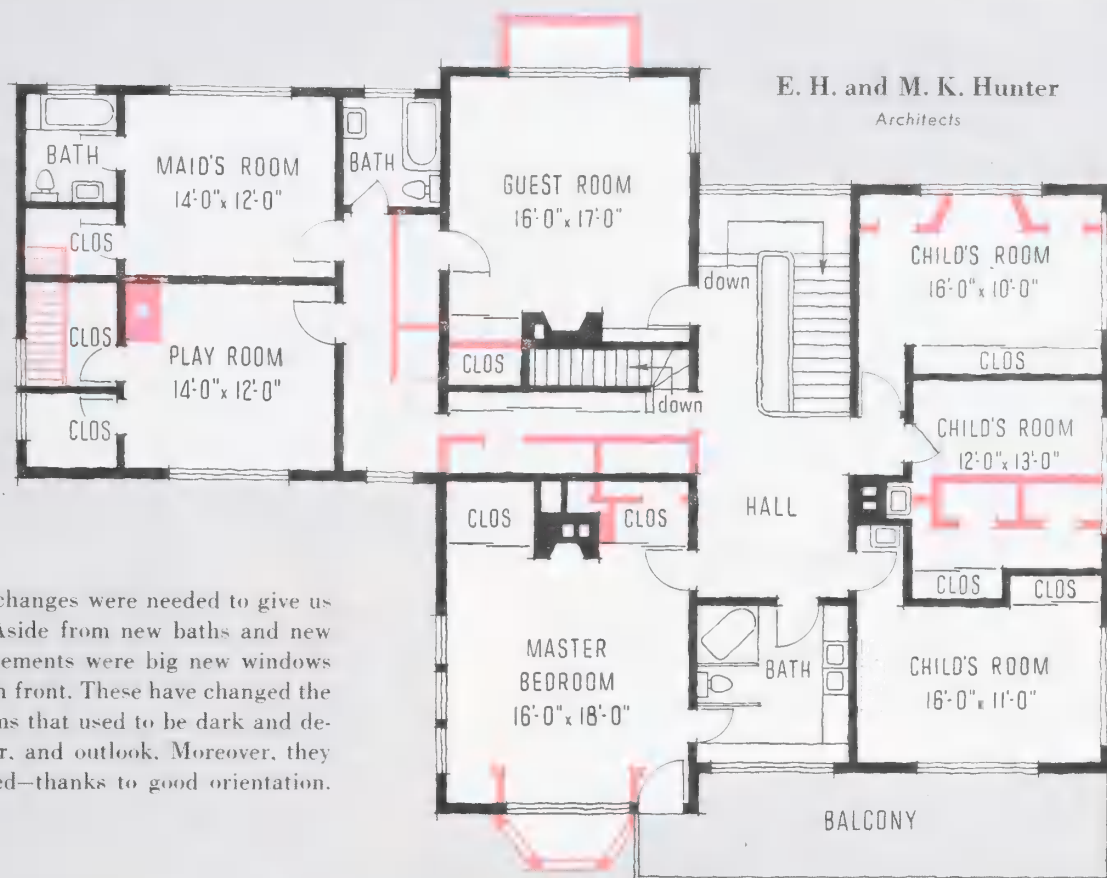
INDICATES WALLS
BEFORE REMODELING

INDICATES WALLS
AFTER REMODELING.

2nd floor



You can see what few structural changes were needed to give us this comfortable bedroom floor. Aside from new baths and new storage space, the biggest improvements were big new windows and a new balcony across the south front. These have changed the whole character of the floor. Rooms that used to be dark and depressing now have lots of sun, air, and outlook. Moreover, they have sun and air when it's needed—thanks to good orientation.

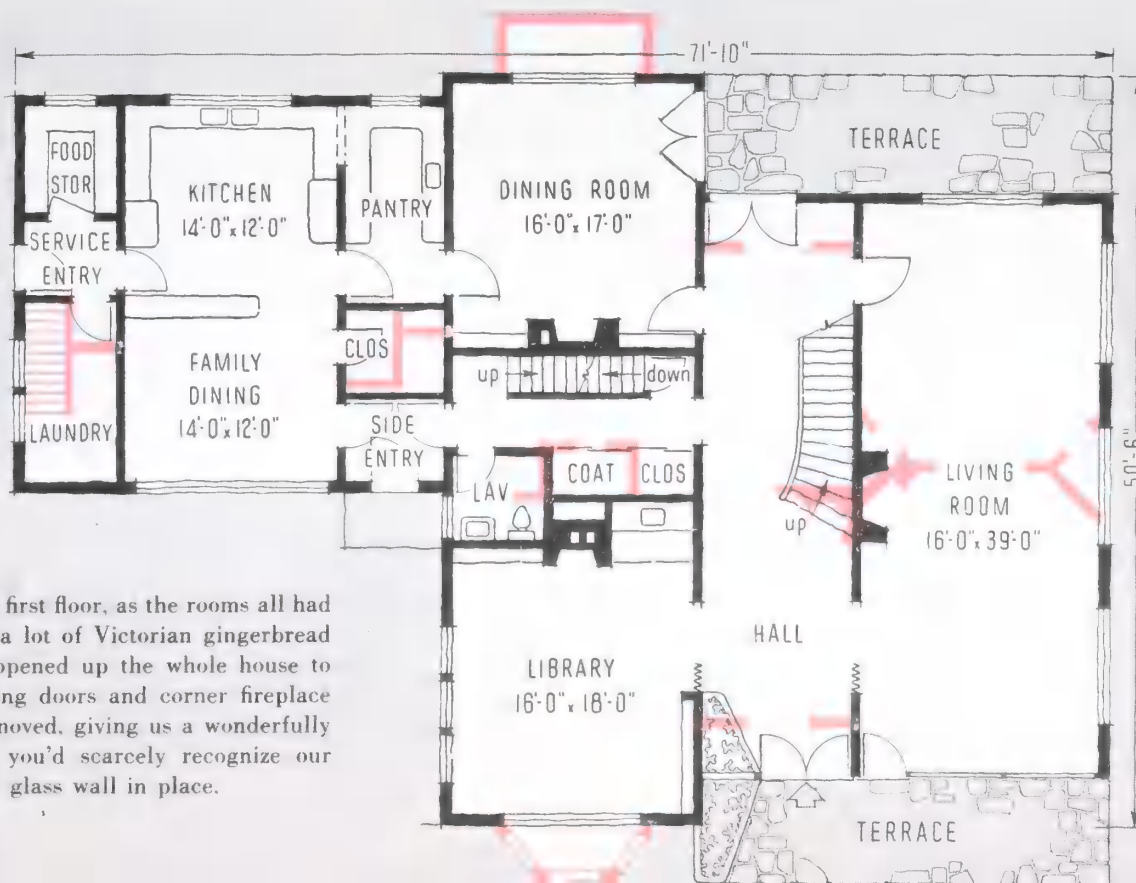


INDICATES WALLS
BEFORE REMODELING

INDICATES WALLS
AFTER REMODELING.

1st floor

We changed few partitions on the first floor, as the rooms all had good proportions. By tearing off a lot of Victorian gingerbread across the south, the architects opened up the whole house to sunshine and view. The old sliding doors and corner fireplace between the two parlors were removed, giving us a wonderfully big and airy living room. And you'd scarcely recognize our hall, with fireplace gone and new glass wall in place.





AFTER

"BEFORE" PHOTOGRAPHS BY RICHARD GARRISON. "AFTER" PHOTOGRAPHS BY EZRA STOLLER: PI



BEFORE

In Grandfather's day, the front hall was dark and gloomy—it might as well have been in town. Now it looks like a country hall because the architects replaced the whole south wall with glass. Because we have quite a snow-and-mud problem in this climate, we paved the lobby floor with flagstones from the old basement. The planting bed gives us foliage all winter long.

Grandfather's décor was easily changed (continued)

You can see from the "before" and "after" pictures how radically we have changed the spirit of this old house. Yet the alterations were surprisingly simple. Some of the "new look" is due to the lowered ceilings (we had to do that in order to install the new heating system). Much more is due to the big new glass areas, which have brought the outdoors into every room in the house. And some of the new look is, of course, due to the decoration. This, too, was surprisingly simple. Every floor, wall, and ceiling had to be painted or papered anyway, and good colors and patterns cost no more than bad ones. We bought very little new furniture—it was mostly a question of refinishing or recovering what we had. But we like the result. And we think we enjoy our interiors even more than grandfather did his.

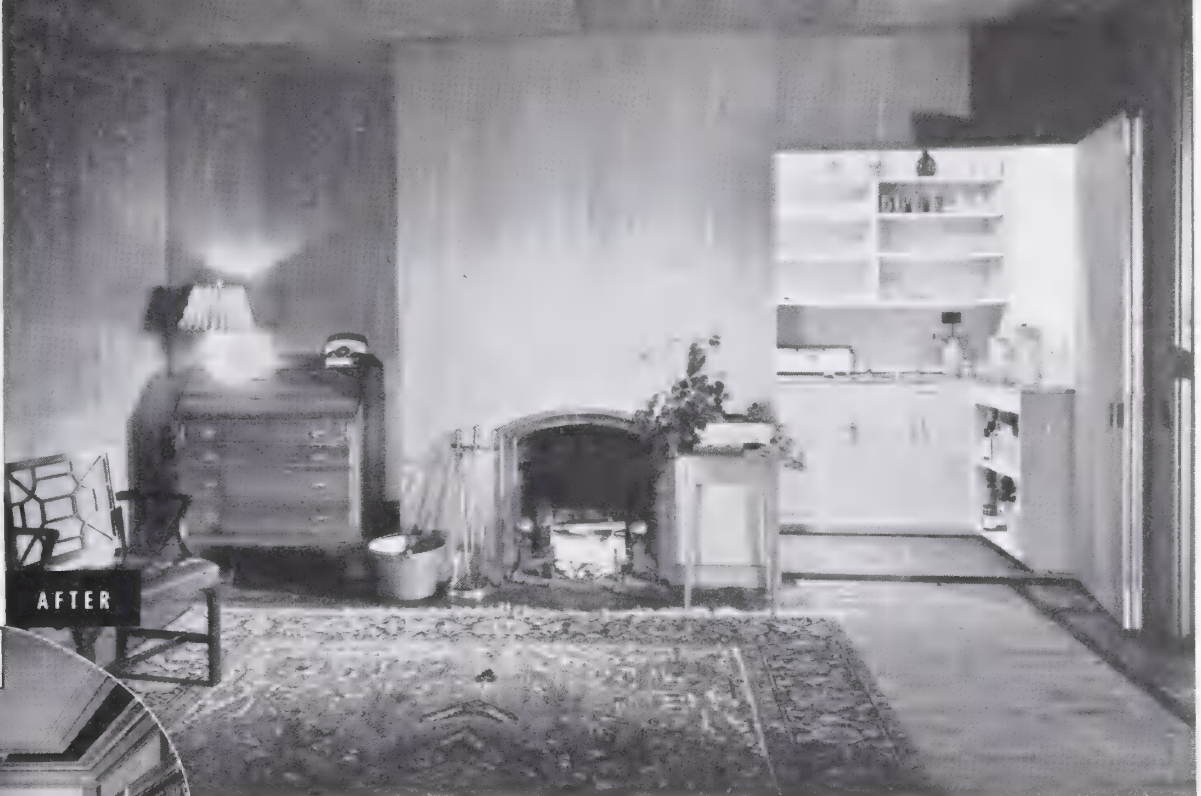


AFTER

BEFORE

This bedroom gives you a pretty good idea of what can be done with paint, paper, and a little common sense. Alterations were minor: We ripped off the old mantelpiece, and replastered the chimney breast. However, we left the fireplace itself unchanged.





The built-in bar in the library is one of our favorites. Almost a complete kitchen in itself, you'd never know it was there when the folding mahogany plywood doors are closed. It has a counter-high refrigerator, an old, german-silver sink, electric plugs for appliances—and enough counter and shelf space for almost any kind of party.

MORE PICTURES OF THIS HOUSE ON THE NEXT PAGE



Grandfather's house had magnificent floors in exotic woods. We kept them wherever possible. The front hall, for example, had a teakwood parquet which we merely refinished. See how the architects, by removing the fireplace and changing the stairs, opened the hall up to the north, where we'll eventually have a screened dining porch.



Grandfather never had these comforts (continued)

Naturally, we're pleased with the dramatic improvements we've made in the appearance of Grandfather's house. But what pleases us even more is that it works as well as it looks. *The house is really comfortable.* It gives us plenty of space—and this space is well arranged both for family life and entertaining. For example, our cooking and eating arrangements are such that we can serve one person or twenty. We've a big, airy kitchen (below, right) to prepare food, and several places to serve it—a sunny breakfast room; the real dining room for formal meals; and the library bar for late snacks. (Someday we'll have a fourth, when we add the screened porch to the north for warm summer days.)

Off the kitchen is our "walk-in" refrigerator. This used to be cooled with ice cut from the pond and stored in the basement. Now it's electrified, with a built-in home freezer. It works well. But we still need a small refrigerator in the kitchen.



If you look closely at these two pictures you'll see that they are indeed the same house. Mostly, the change is due to merely clipping off the curlicues—the basic shell is unchanged. To prevent weather damage to the interior, the architects built the new roof (right) *under* the old one, then ripped the old one off! Comfort-wise, the biggest improvement was sizing and locating all windows and overhangs so that we get maximum winter sun, minimum summer heat.

FOR MORE INFORMATION ON THE DEWEY'S HOUSE, TURN TO PAGE 141



You can sunbathe on our balcony throughout the spring and fall. And you can do so in both privacy and comfort because the sloping, solid wood rail stops sharp winds or straying eyes.

In Vermont, our summers are seldom hot, but our winters are long and cold. So southern sunshine, such as we get in the library (right), is welcome. By placing small high windows to the west, we cut out summer heat and winter winds.

COLOR PHOTOGRAPH BY EZRA STOLLER: PICTOR

Our kitchen is separated from the breakfast area by a built-in buffet with a screen above. The big glass areas face north and south, giving us winter sun, summer cross-ventilation and wonderful outlook the whole year around.







AFTER

Among the many assets of the house was this inviting window seat in the guest bedroom, overlooking the back garden. Blinds were removed from all six windows and replaced by less cumbersome shades. Chintz draw curtains conceal the bay after dark.

by Mary Roche



ALL "AFTER" PHOTOGRAPHS BY WILLIAM HOWLAND

Exterior of the Witte house remains almost unchanged. Note the pleasant proportions, the generous windows.

Inside Magic

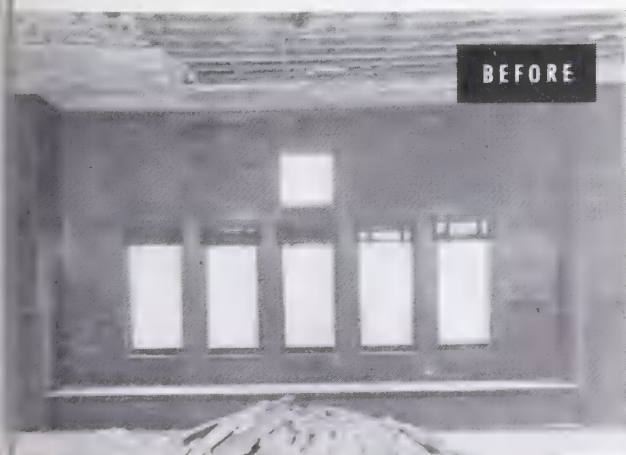
You can work wonders without the expense of major remodeling.

Let in the light, throw out the gingerbread,

and this white elephant of the Eighties gets a new lease on life

AFTER

BEFORE



There were lots of windows but little light in the somber oak-paneled library (above), once furnished with overpowering Spanish antiques. Clear glass (left) was substituted for the leaded panes, and the surrounding woodwork was brightened with flat white paint. The lavishly ornamented ceiling was replaced with smooth plaster.

This is the house where you went to birthday parties when you were seven—in Hartford, or Cleveland, or Kansas City. Remember how dark it seemed inside? Not for lack of windows, certainly. But daylight couldn't compete with the gloomy oak paneling, the rich red rugs, the dark and ponderous furniture. It was a good house just the same, for they built well in those days. The proportions were not bad. The detail was nicely executed—even if there was a good deal too much of it and too many different kinds.

But what could you do with such a house today? Mr. and Mrs. Henry J. Witte have proved that you can do a lot if you have a sharp eye for the good, and a bold hand at throwing out the bad. You must be courageous about discarding what you don't want or don't need even if it did cost a pretty penny in its day and the neighbors act as if you were demolishing a monument. The good things in the Witte house were gratefully preserved. But the plaster garnish, the double-decker mantels, and the leaded glass were trundled away by the wreckers, leaving a cheerful, simplified background for better living. Turn the page for other before-and-after pictures of this house.



REMODELED INTERIORS. DESIGNED BY 8 MIDDLE QUARTER, WOODBURY CONY



The massive mahogany door has a clean contemporary look for all its sixty-five years. Outside is painted green-black to match the shutters and window trim. Handsome bronze knocker is original hardware, refinished. Notice how elimination of plaster garlands above windows and door adds architectural importance to pilasters. Rug is unusual Savonnerie type brought back from Russia.

Old-timers who knew the house in its youth were horrified to hear of demise of stained glass windows on stair landing. But they admitted little light, were out of keeping with owners' collection of American antiques. Opening was filled in. Telephone room under stairs was expanded to make a powder room.



Typical of half-a-dozen monstrous mantels was this concoction of muddy orange tiles, spindly pillars, and meaningless garlands. Out it went, to be replaced by a simple pine mantel of an earlier day. Curtains and draperies hung from ceiling to floor conceal the ungainly proportions of the wide but squatty windows.



Inside Magic (continued)



Another view of the library seen on page 92. Side lights of glass doorway were filled in, although the door itself remains unchanged. Friendly wall of bookshelves replaces austere paneling, while the lower cabinets house built-in radio, phonograph, and record storage. New window at left brightens dark corner.



Better Living in your garden starts with These



Climate control. You live outdoors comfortably two weeks to a month longer each year if you design your garden to take full advantage of trees, hedges, walls, pool, and grass.

See how effectively translucent windshields were used in this garden. Complete details on how to fix the climate of a garden were given on pages 150-155 of the October issue.

Gardens designed by
Thomas Church
Landscape Architect

PHOTOGRAPHS BY MORLEY BAER



Privacy. Living space isn't useful when open to the gaze of the public. Privacy is possible on the smallest place, and without spending a fortune (January, pages 29-63). Here a 10-foot strip of land outside the window makes a private retreat and a real view for a poorly positioned picture window.

Here's how to get extra living space
and make the garden
more fun for all the family



Ample seating. Here's a way—seat walls—to get lots of seating space that invites family and visitors alike to relax and enjoy the garden. There's no storage problem either for these seats and their bold lines keep their good looks through all 12 months.



Attractive all 12 months. Depend upon evergreens for winter color outside your windows. But even your plots for cut flowers or vegetables can be interesting design-wise during the winter if you install edgings such as these and pave the paths between.

Easy maintenance. Plan to avoid as much work as possible. One big labor saver is the mowing edge—no hand trimming, no slow-down when mowing the outside edge strips to avoid running into pet plants that stray over into the lawn a little from their allotted space.

Most gardens mistakenly start with plants and their needs. People and their comforts are ignored. Is this true of your garden?

You really should put *your* needs first, then build a garden around them. Don't be like the eager-beaver gardener who spends all his time fussing over plants and forgets the family's need for outdoor living space.

Plan your garden right and the non-gardeners in your family can enjoy it too. You can even "rainproof" some of your yard by erecting sliding curtains overhead and quick-drying pavings underfoot.

Does this sound costly or beyond your ability as a gardener? Well, it's not. It's just a new way of looking at gardening. See how much *better* living there is in the gardens on the opposite page because their owners made plants secondary to people. Your garden can provide just as much pleasure for all your family.



Mowing grass by hand is silly if you spend more than an hour a week at it. Doctors say no one over 10 should ever push a mower.



COURTESY OF LAWN EQUIPMENT CO., INC.



"SPORTSLAWN" COURTESY OF TORO MFG. CO.

Let **POWER**
do the work
in your garden

Have lots of beds and walks to edge? This machine trims them die-straight as fast as you care to walk. Same motor drives the lawnmower; Switch from edger to mower involves only two bolts, takes just 50 seconds.

You don't have better living if you still garden the old-fashioned, hard way. Today there isn't a tiresome job you can't do easier by power

by Dr. Joseph E. Howland

House Beautiful's Garden Editor

"What," you say, "use power in my little garden? Those machines are for estates, maybe, but not for me. Besides, they're too expensive."

Well, you're wrong on both counts. Today power tools are made for your small home garden—and made to fit your purse, too. Models are half the size and cost of the big prewar machines. They're easier to operate, too, because of their lighter weight. The reason: Manufacturers *want* the small-garden business, to replace the vanishing estate trade. See what these six machines can do for you. Two more on page 120.

COURTESY OF SUNBEAM CORP.



Electric trimmers have a dual use: hedges (due to become more fashionable again, now that keeping them neat isn't a chore), and nipping off straggly shoots, as shown, to make your evergreens grow thicker.

GRASSHEAR COURTESY OF STANLEY ELECTRIC TOOLS



You make short work of grass-trimming jobs when you own this electric shear. It cuts all the grass along a wall or around a tree without danger of hitting the bricks or stones or nicking the bark on the tree.

COURTESY OF PROPULSION ENGINE CORP.



This power mower has special blade to grind tree leaves and distribute them as a mulch. Another type of leaf grinder looks like vacuum cleaner, stores leaf flakes in a bag (dump them on compost pile).

"CHOREMASTER" COURTESY OF LODGE & SHIPLEY



This is the greatest labor-saver you can buy—a garden tractor. Today's models plow, cultivate, mow lawns or hay, roll lawns or tennis courts, spray trees, saw wood, pump water, and serve as small trucks.



PHOTOGRAPHS BY WILLIAM HOWLAND

by Kenneth Young

Spacious windows broaden one-room living. Draperies make a backdrop for table which can be opened for dining. Sofa group is conversationally close to fireside chairs—a small-room advantage.

One Wonderful Room for Living dining sleeping

Daybed is meticulously tailored in cotton damask in a color that melts into the wall. Screen, hinged to opening into foyer, is both decorative and practical. Note compactness of lounge chairs.



Today more and more of us are living in one room and having to like it. Such compression may make life so cluttered that it stifles your social instincts, or gives you claustrophobic nightmares. But if you pare possessions down to essentials, restrain the urge to collect and hoard sentimentally, you can live as graciously in one room as in three. The room, shown here belongs to Mrs. Wright Richardson, an associate of Decorator Devah Adams. It proves that you just need know-how to be happy in a room that measures a mere 14 by 21 feet.

Mrs. Richardson knowingly puts small-scaled furniture against serene blue-green walls. She uses mirrors over sofa and mantel for extra width and sparkle. Heirloom French porcelain decorates her walls, is used on her table. Her mother's portrait gives the room personal significance. If she wants to entertain friends at home, she has adequate seating for parties up to eight.





How to *Harmonize* a Fine House with Growing Children

Would you guess that four young children have the run of this handsome house? It was planned to take their uninhibited growing up without showing it



BLACK AND WHITE PHOTOGRAPHS BY GOTTSCHO-SCHLEISNER

Spectacular and stainproof Czech oak stairway has low-pitched treads and an extra, child-height railing. Jean Balbous designed it.



by

Marion Gough

Edward D. Stone
Architect

T. H. Robsjohn-Gibbings
Designer-Decorator

COLOR PHOTOGRAPHS BY WILLIAM HOWLAND

Window walls and an open plan make this a "through-view" house. Open bamboo trellis (top left) is a decorative, non-light-blocking divider between the tiled entrance gallery and living room. Left, see how child-resistant materials like brick, stone, and dark-honey cherry wood can give adults a warm, stylish room for living and entertaining. Klearflax rug resists soil. This room and adjoining dining room can hold 35 for buffet suppers.

You don't have to wait till the children are grown before you can have what most adults consider a fitting habitation—an uncluttered, beautiful house, unscarred and unimpered by the romping young.

Mr. and Mrs. Bernard Tomson of Great Neck, N. Y., enjoy such a house right now, while their four very young children are going through their most active and potentially destructive years. (Louis is nine, Susie and her twin, Steve, are five and a half, and Betsy is four.) Mrs. Tomson says—and how many parents do you know who could say the same?—"Despite the constant presence of the small ones and their pals, never was there a 13-room house so easy to keep clean. We run it with one maid and a man who does heavy cleaning weekly."

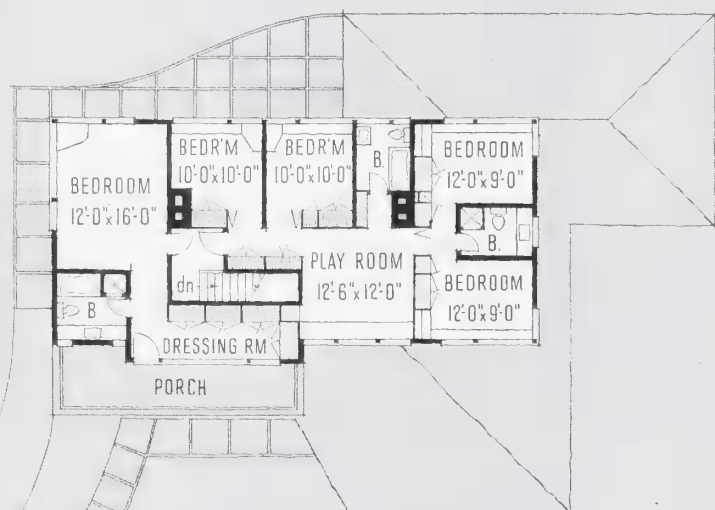
This is not the phenomenon it may seem. Rather, it is the product of realistic Modern planning. Architect Edward D. Stone designed the house neither for the children nor their parents, but for the *family*. He and T. H. Robsjohn-Gibbings, who designed much of the furniture and decorated the rooms, astutely chose materials which in themselves are as aesthetically pleasing to adults as they are impervious to the young—scuff-proof, textured floors of brick or quarry tile, tawny, satiny, fingermark-proof woods in furniture and wall paneling, child-resistant works of art, like the Mayan stone carving and Sorenson copper. (Continued on next page)



Children can reach the open record shelf easily. Record player is encased in oak to match library walls. Mrs. Tomson calls greenery her decorative backlog.

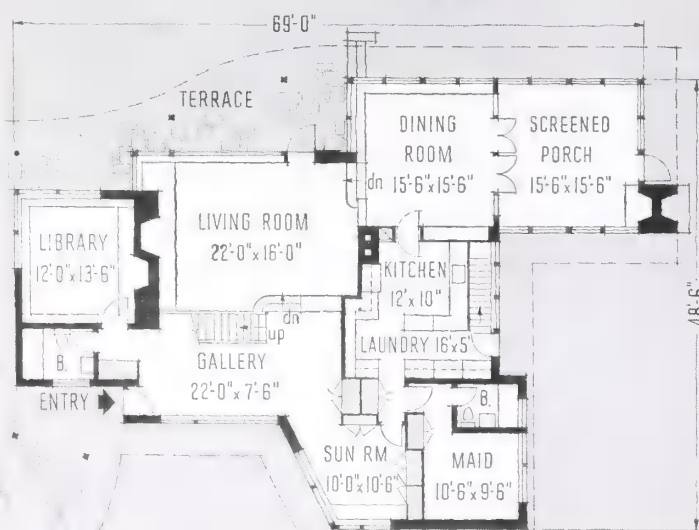


Entrance gallery, right, flows into sunroom, above. Both view a garden with trim DuBois rustic fencing. Radiant heat provides warm floors for young sprawlers. Mrs. Tomson thanks this, the General Electric dishwasher, and germicidal lamps for keeping the youngsters free of colds.



2nd floor

1st floor



GARAGE
21'-0" x 23'-0"



a Fine House with Growing Children

(continued)

Think of the nagging thou-shalt-nots which badger so many normal, grimy-handed youngsters simply because Mother insists on white woodwork or brocaded chairs. It's patent injustice to make a family house the expression of only the grown-ups' tastes.

The Tomson house was planned, from the drawing board up, to serve the *whole* family. As Mrs. Tomson says, "I asked Mr. Stone to consider my ironing board, the vacuum cleaner, the children's rubbers on a hypothetical rainy day, the spices we liked for cooking. Each had to have a niche. I wrote out descriptions of each member of the family, their age, sex, needs, hobbies, way of life. We liked to entertain. We did not wish to live formally. We had varying interests, even then."

The layout, as you see here. (Continued on page 124)



For Comfort and Charm build with Concrete

With concrete you can build a distinctive house providing gracious and comfortable living, free yourself from maintenance worries and enjoy **low-annual-cost** shelter.

A concrete house can have real character and charm, whatever its size or architectural style. Concrete walls may be built in distinctive patterns. They are attractive if left exposed or they may be painted any color or stuccoed in beautiful textures.

A concrete house is comfortable the year around—warm in winter, cool in summer, clean and dry in all seasons. And being firesafe, it protects your loved ones and prized possessions. *Concrete can't burn!*

A durable concrete house resists storms, decay, termites and rodents. It needs little maintenance. Firm concrete footings and foundations prevent uneven settling, and sturdy concrete subfloors eliminate squeaking, sagging floors and sticking doors.

A concrete house costs less to live in. Here's why, in simple arithmetic: Moderate first cost + low maintenance expense ÷ long years of service = **low-annual-cost** shelter. Remember, the purchase price of a house is only the first cost. The average *annual* expenditure is the real cost yardstick of home ownership. For more information about charming, worry-free, **low-annual-cost** concrete houses, write for free, illustrated booklet, "*Why People Like Concrete Homes.*" Distributed only in the United States and Canada.

HOW TO GET A CONCRETE HOUSE . . . and what will it cost ?

Phone a local concrete masonry manufacturer for names of architects and builders experienced in concrete house construction. They know conditions in your community and can answer your questions about plans and costs.

Take any plans or sketches you have obtained from any source to an architect. Have him show you how your home—of any size or style—can be built economically with concrete walls and subfloors and a firesafe roof.

Architect-Designed Houses Stay Young Longer

PORTLAND CEMENT ASSOCIATION
SEPT. 2-19, 33 WEST GRAND AVENUE, CHICAGO 10, ILLINOIS



A national organization to improve and extend the uses of portland cement and concrete through scientific research and engineering field work



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Sheboygan.

Send 25c to R-way, Sheboygan, Wisconsin, for a copy of "A New Epoch in Furniture". This interesting 48-page brochure describes in detail how R-way Furniture is made.



What is your net worth as a home investor?

by Miles Colean

How to find the book value of your house if you plan to sell or rent it

If you plan to sell or rent your home during the coming year, you should make a thorough review of your investment. From this you can decide what your sale price should be or what rent you should ask for your property. Such a review is also valuable because it can show up over-expansion of investment or expose excessive expenditures which could be a threat to the accumulated equity. It might even suggest the desirability of consolidating outstanding debts—especially if first and second mortgages can be combined into a single long-term mortgage with a smaller monthly payment and lower interest rate.

In reviewing this investment picture, use the six-column accounting paper. Set up the investment review as a permanent part of your accounting record, shown opposite in the *Investment Status Record*. In this example, the investment is summarized at the time of purchase in May, 1946, and at each year end since.

A glance at this *Investment Status Record* indicates that the net capital investment, or book value, of the property may move either up or down from the initial investment, at least during early years of occupancy. Although decreases in book value might ordinarily be taken for granted as the house grows older, increases may occur in years when capital improvements

and replacement expenditures exceed current depreciation charge.

In contrast to the general downward trend in total value, the value of the equity is likely to move consistently upward if mortgage payments are kept up to schedule. In the illustration, the value of the equity had risen nearly \$2,000 only two and a half years.

The entries in the *Investment Status Record* are all prepared from the figures in the regular accounts previously described in the series. The purchase price and settlement costs are copied from the top portion of the introductory page, *Our Initial Outlay*. The particular entries on the *Investment Status Record* are the same each time the investment status is summarized.

The entry for *Capital improvements* each year shows the total of all improvement expenditures since purchase of the property. This figure can easily be obtained by adding the capital improvements in the latest *Annual Summary* to the entry in the *Investment Status Record*, at the end of the year before. The entry for *Capital improvements*, of course, grows from year to year by the same amount as the increase in the *New capital investment*. This latter item in the *Investment Status Record* is the total of purchase price, settlement costs, and capital improvements

represents at all times the total of new investment made in the property.

As a wise home investor, you must recognize that, from year to year, the value of your investment is reduced by the wear and tear of occupancy. If there were no offsetting maintenance or replacement of parts of the structure, the house would eventually become uninhabitable and your investment could be used up, save only the remaining value of the land. This setting up of the investment is reflected in a bookkeeping entry for depreciation. This charge may be visualized as a setting aside of funds for replacement of the structure when the structure is actually worn out. In fact, in a business or corporation, such a setting aside of replacement funds would literally be done. The *Net capital investment* of the owner in his home is calculated at the end of each year by adding to his *New capital investment* to reflect expenditures for replacements of structural parts or equipment and then reducing the

Gross capital investment to show the using up of value through depreciation.

The *Replacements* entry in the *Investment Status Record* is the total of all expenditures for replacements entered in the *Replacement Account* since the home was purchased. It is determined each year by adding the new expenditures of this kind, as recorded in the *Annual Summary* for the latest year, to the total recorded in the preceding *Investment Status Record*.

The depreciation charge must be calculated each year. The entry for *Depreciation* in the *Investment Status Record* is also a continually increasing figure, with the depreciation for the latest year always added to the total depreciation at the end of the previous year. In order to calculate the annual depreciation amounts, the homeowner should estimate at the time that his accounts are first started the number of years the house might be expected to last with minimum

(Continued on page 108)

INVESTMENT STATUS RECORD				
	MAY 15, 1946	DEC. 31, 1946	DEC. 31, 1947	DEC. 31, 1948
CAPITAL INVESTMENT				
Purchase price	18,500.00	18,500.00	18,500.00	18,500.00
Settlement costs	278.00	278.00	278.00	278.00
Capital improvements	300.00	389.00	867.23	922.15
New capital investment	19,078.00	19,167.00	19,645.23	19,720.15
Add: Replacements	—	—	165.00	165.00
Gross capital investment	19,078.00	19,167.00	19,810.23	19,885.15
Deduct: Land value	4,000.00	4,089.00	4,137.00	4,167.00
Depreciable capital investment	15,078.00	15,078.00	15,673.23	15,718.15
Deduct: Depreciation	—	235.59	639.47	1,071.17
Remaining depreciable investment	15,078.00	14,842.41	15,033.76	14,646.98
Add: Land value	4,000.00	4,089.00	4,137.00	4,167.00
Net capital investment	19,078.00	18,931.41	19,170.76	18,813.98
DEBT AND EQUITY				
Outstanding debt				
First mortgage	12,000.00	11,812.49	11,391.48	10,989.49
Second mortgage	3,000.00	2,791.41	2,417.91	2,023.44
Other housing debt	—	—	—	—
Total outstanding debt	15,000.00	14,603.90	13,809.39	12,972.93
Equity				
Equity in capital invest.	4,078.00	4,327.51	5,361.37	5,841.05
Prepaid expenses:				
Taxes	113.75	70.63	79.63	79.63
Insurance	73.75	76.67	33.33	26.01
Miscellaneous service items	—	—	12.00	12.00
Total equity	4,270.50	4,502.81	5,506.33	6,027.69

DEPRECIATION TABLE				
DATE OF EXPENDITURE	ITEM	YEARS FOR DEPRECIATION	AMOUNT TO BE DEPRECIATED	DEPRECIATION FIRST CALENDAR YEAR
5/15/46	Purchase price (minus land)	40.0	14,500.00	262.50
5/15/46	Settlement costs	40.0	278.00	4.34
5/15/46	Settlement stoop	40.0	300.00	4.69
	Total through 1946			376.95
5/14/47	Exterior painting	5.0	165.00	20.63
9/15/47	Oil burner	20.0	410.23	6.15
11/4/47	Termite barrier	38.5	40.00	1.5
	Total through 1947			432.16
7/6/48	Insulation	38.0	8.00	14
9/14/48	"	37.7	2.50	0.2
11/20/48	Shelves	37.5	14.47	0.4
	Total through 1948			432.16
6/15/49	Sewage connection	36.9	450.00	6.61
9/17/49	Library	36.7	1,970.00	19.86
8/24/49	Interior painting, etc.	7.0	112.50	5.30

Eleventh in a series of articles on the Business of Home Ownership



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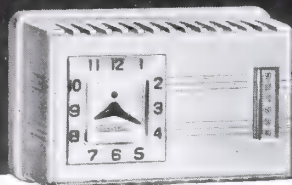


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Honeywell

CHRONOTHERM

THE AUTOMATIC FUEL-SAVING
ELECTRIC CLOCK THERMOSTAT

WHAT IS YOUR NET WORTH AS AN INVESTOR?

CONTINUED FROM PRECEDING PAGE

maintenance and replacement. As a rule, substantial frame residences are assumed to depreciate in 33 or 40 years and masonry residences in 40 or 50 years. However, shorter or longer terms might be justified in some cases by special circumstances.

The values to be written off as depreciation include (1) the initial investment, including closing costs *but not including land value*, (2) the cost of improvements to the property after acquisition, exclusive of land improvements (which are not depreciable), and (3) expenditures on major replacements. Ordinary repairs and maintenance are considered operating costs and may not be charged off in depreciation even though the expenditures involved may be of real value in sustaining the life of the property. (In advance of a later article dealing with income taxes, mention needs to be made that this depreciation entry is not a deductible item for a homeowner; nor is it computed in the precise manner described here when it is a deductible item for a landlord.)

If a 40-year period has been assumed as the life of your house, then the initial investment (excluding land value) must be written off in 40 years. Improvements and replacement made after the date of purchase should also be written off by the end of the same 40 years. An exception may be made when it is apparent that the value of the building actually will last longer than the number of years originally assumed. Another exception should be made in respect to replacement expenditures which clearly will need to be repeated before the end of the life of the building. These latter expenditures should be written off by the time a second replacement is necessary. Painting expenses are of this kind.

IGNORING for the moment the exceptional case of an extended life, the usual procedure for recording depreciation is to calculate, for each depreciable investment, the annual amount to be deducted in order to leave no investment at the end of the estimated life of the building (for example, 40 years from acquisition) or at the time when replacement for the specific item will be necessary.

For example, 1/40 of the original investment in the house (excluding land) will be written off each year, while improvements made five years after acquisition of the house,

which will last as long as the house itself, should be depreciated in 35 years (or 1/35th per year). A replacement expenditure which may be expected again in about 15 years would be depreciated in 15 years (or 1/15th per year). Depreciation should start immediately upon completion of improvement or replacements, with depreciation taken for the fraction of the first year as well as for succeeding years.

TO AID in setting up the proper depreciation charge for each year, it is desirable to list on a separate page the depreciable items, the total amounts to be depreciated, the depreciation period, and the amount of depreciation to be charged per year for each of these items, as shown on the accompanying *Depreciation Table*. The total depreciation for one year will then be the sum of the annual depreciation charges, including only a proper fraction of a year's depreciation for new depreciable expenditures in the current year. Land value and land improvements of course, are omitted from this table. And shorter depreciation periods are shown for painting, work and the oil burner, which are assumed to need replacement before the building is completely depreciated.

If it should become apparent that your house will last longer than was originally expected, the rate of depreciation may be slowed down accordingly. However, this slowing down in depreciation should never be done until the longer life is assured beyond reasonable doubt, and only the remaining value should be assumed to depreciate more slowly. Past depreciation allowances should never be modified.

On the *Investment Status Record*, all these various calculations are recorded in the following steps:

(1) Add expenditures for replacements to the total of *Net capital investment*, to make up the *Gross capital investment*.

(2) Subtract land value, increased each year by the growing amount of land improvement (shrubbery, flagstone walks, fertilizer, etc.), to show *Depreciable capital investment*.

(3) Subtract the growing amount of depreciation to obtain the *Remaining depreciable investment*.

(4) Add back the same land value item previously deducted to determine the *Net capital investment*.

ent, or the book value, of the property.

When the *Remaining depreciable investment* reaches zero, no further depreciation charge on past investment is possible. If, however, the house continues in use, it would be proper to show at later years depreciation charges to offset any new expenditures for either depreciable replacements or improvements.

The *Net capital investment*, determined on the *Investment Status Record*, may be divided between the unpaid balances of mortgage loans and unpaid amounts still due for either improvements or replace-

ments of the property and your equity—the part of the book value which belongs to you. This division of the book value is shown in the lower part of the illustrated *Investment Status Record*.

In addition to your equity share in the book value of your home, you will always have some additional equity in the unused part of any prepaid expenses, such as taxes, insurance, and heating fuel on hand. These latter items may be classed as equity because, in case of a sale, you would be entitled to reimbursement for them from the new owner, a fact that homeowners frequently overlook.

WHERE TO HIDE DURING A COKE CANCAN

CONTINUED FROM PAGE 68

neighbor's—or take the dog for a long walk. If your youngsters are just-turned-teen-agers, you'll probably feel happier if you sequester yourself somewhere with a hailing distance. In any case, if this is your first experience at keeping yourself out of the picture in your own home, you'll understand why so many teen-ager parents these days are taking steps to provide themselves with hideouts while the youngsters use the living room.

ONCE this situation is going to be with you for some time to come, it would be worth your while to turn a guest room into a sitting room or to enlarge the sitting room facilities in your bedroom. Or, to put it at this the other way round, reserve the living room for yourself and provide the youngsters with their own stamping grounds. Obviously, young people will aggregate in the house where they are made to feel most comfortable as well as welcome. But adolescents are a breezy and sometimes awkward crew, and can, despite their best intentions, create considerable wreckage of household furnishings. Unless you and they have to worry about scratches and stains on the furniture, or peanuts ground on fine rugs, the happier everybody will be.

If you have a game room where special care of things is necessary, fine. If you haven't, look around for some space in your house or apartment which might be turned into a game room temporarily or for the next few years. Any an infrequently-used guest room or dining room would be giving a far more useful purpose than the youngsters' own living room. Ideally, a room for teen gather-

ings should have a floor that can take a beating, sturdy furniture, gay colors, and space enough to swing a partner in. The next best thing to these special rooms is your own living room, thoughtfully denuded of fragile furnishings and tippable, knockable lamps and vases. A few extra cushions will solve the seating problem for a gang, since the younger crowd seems to be given to sitting on the floor. But whatever your arrangements, let your sons and daughters share in the planning of a party room. The greater their part in it, the greater their pride, and the more they will want to use it.

Although, occasionally, a really formal party is lots of fun, teenagers for the most part go for the casual and informal. But the basic rule for teen-age entertaining is to let the young people plan and manage it themselves, even to the planning and preparation of some of the refreshments. Offer assistance and give as much or as little of it as is welcome. (You will probably be giving much more than they give you credit for, but you must act like the consultant rather than the director.) To you, some of their plans may not sound attractive, but then your parties seem dull to the young. Keep their pleasure in mind, and make certain you understand exactly the kind of party your teen-ager yearns for. Don't knock yourself out with elaborate preparations. Usually the most imposing arrangements won't add to their enjoyment, and real magnificence can so cramp their style that the party's a frost.

Young hosts and hostesses will certainly want to take care of invitations, and most likely they

(Continued on next page)



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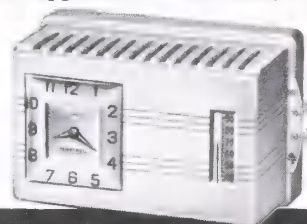
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WHERE TO HIDE DURING A COKE CANCAN

CONTINUED FROM PRECEDING PAGE

would be via casual telephone call. As a rule, older teen-agers consider written invitations pretty corny, but sometimes they like to go in for silly limericks or drawings to fit the occasion.

You'll want to have on hand a good selection of records for dancing—square dancing, too. Recordings of folk songs are popular with many teens. Let your own teen-agers plan that part of it.

AS FOR food, teen-agers like that simple, too, but in rather prodigious quantities, and they particularly enjoy helping themselves. Here's just one idea for an informal party. Instead of ready-to-serve dishes, place on a buffet table the makings for sandwiches, together with such accessories as pickles, olives, and the dearly beloved potato chips, and let the guests make their own. Add ice cream. Several bowls of different flavors set up with a collection of sauces, nuts, and fruits, like a sundae bar, give them a gorgeous chance to put together their own dream concoctions.

Cook-it-yourself parties furnish much of their own entertainment. All you have to do is to provide the wherewithal—and you can toss in a few stipulations about clean-up and dishwashing. Cooking in the game-room fireplace or at the outdoor grill when the weather is fine has great appeal to the young crowd. When the group is smallish—from two to four couples—they get a big bang out of a kitchen party, with the ingredients for a simple menu on hand and the chores assigned by the young host or hostess. Each couple is responsible for one course.

Even though the younger set likes an unplanned, easy-going kind of party, it's usually best to plan an "ice-breaker" to get the party going. If it spontaneously turns to something else, all well and good. At least preparations have been made to insure its success. With plenty of records and games available, informal groups have no trouble in entertaining themselves. It's always better, though, to plan some sort of starter for a larger group, especially if it includes young people who are not intimates of the household or well known to the other guests.

Here are a few ice-breaking suggestions for you to suggest to the manager of this party. Teen-agers usually find their baby pictures hilarious. Before the day of the

party, collect photographs of the guests at the age of one or two or three. Display the pictures identified by numbers, hand the guests pencil and paper, and give a prize to the one who in ten or fifteen minutes identifies the most.

Another good mixer is to ask each guest to part with a small personal article, such as an earring, a tie clip, a pocketknife. After looking at the collection, all but one person leave the room long enough for the objects to be "hidden" about the room in such a way that nothing need be moved for them to be seen. Then the guests return to hunt for the things and to report in whispers to the place what they find as they find it. First one to discover every object does the hiding on the next round. Sounds too easy, but it turns out to be amazing how a gold ring in a copper ash tray or a quarter of a venetian-blind slat becomes almost invisible.

Tape or wire recorders offer an number of possibilities for recording take-offs, acts, songs.

Many sixteen-year-olds and older find it amusing to play the party games of their childhood—musical chairs, pinning the tail on the donkey, bobbing for apples. (Younger than sixteen is usually too close to the very-young days to consider this very amusing, and indeed the suggestion should be made most diplomatically to even older teens lest they think you underestimate their social maturity.)

Parlor games in general—Catergories, The Game, Twenty Questions—are popular with the teen set. Yours will have its own favorites.

SOMETIMES the most enjoyable parties just "happen" after some more serious activity that teen-agers enjoy. And, as a good example of this, a most successful teen-age center developed around a discussion group on, of all things, semantics. Barbara and some other high-school seniors had been getting together frequently at each other's homes when Barbara asked her father, an educator, if he would lead the group in a discussion of semantics, using S. I. Hayakawa's provocative *Language in Thought and Action* as a text.

An analysis of the meanings of words can lead into many fields of interest, and that's exactly what happened with Barbara's crowd. With something definite to come for, 20 to 30 young people turned

at her home every Friday evening for four or five months. For an hour or so Dad would read from the book and lead the discussions. The group would often continue it before turning to games and square dancing, and, at this point, Mom and Dad took off to the movies. These evenings proved to be such fun that after Barbara went away to college, her younger brother, who had sat in on some of the sessions, asked their father to continue them for his crowd.

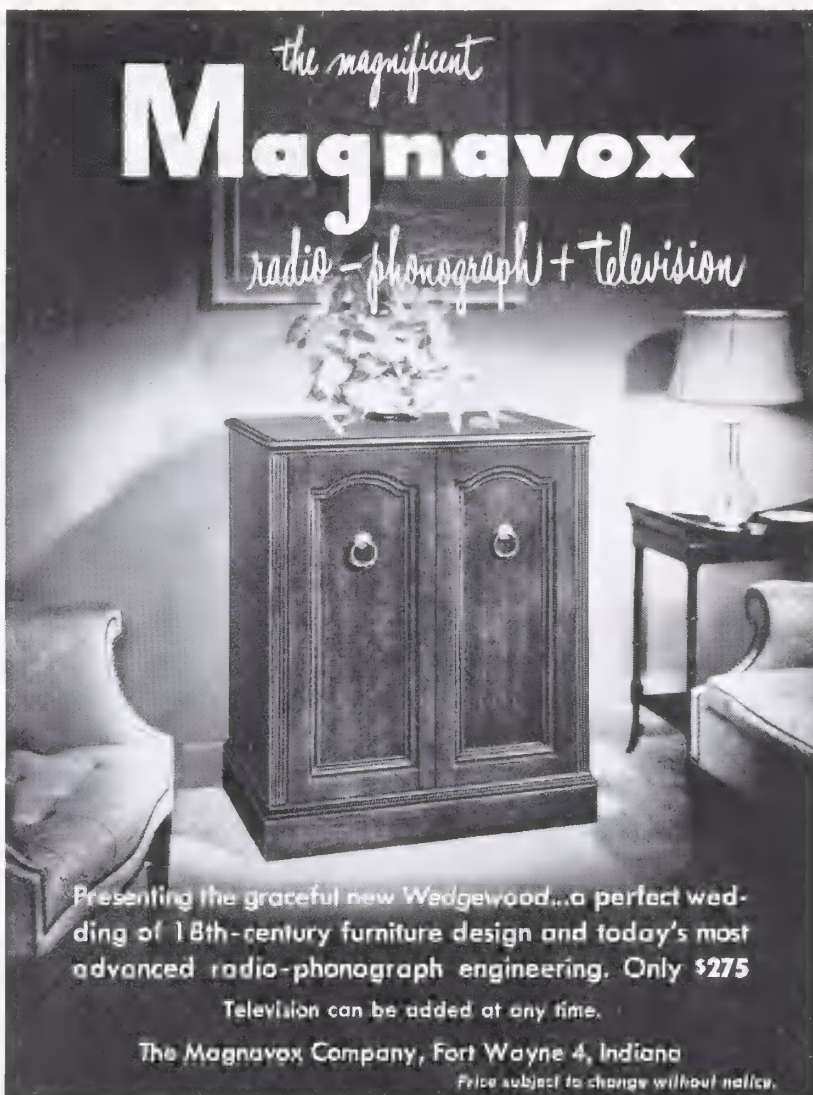
Few teen-agers want Mama or Papa at the party proper. The older ones are quite experienced in behaving like civilized human beings, but often the younger ones feel more confident that things won't get out of hand if you're within calling distance, though invisible while the high-jinks go on. Find out what your youngsters prefer, then do it.

Generally speaking, you'll want to be on hand to greet the guests as they arrive, and then fade—at least. If the party is small—two or three couples whom you know—it isn't even necessary to greet the guests. You can drop in at the end of the evening to say hello, or you may get to greet them if your offspring has invited you to help serve the refreshments.

If you are not on the scene, you think perhaps there will be some necking. Maybe there will be. But rules and restrictions and wary-eyed chaperoning won't solve this problem any better than they have through the generations. Your children are growing up. They need and deserve your trust and confidence about this as about their behavior in general. The standards which you have helped them develop from early childhood up are your best insurance.

THE most important single factor in making your home so attractive to teen-agers that they love to come to it is your attitude. You must make them feel that you are not only Susan's or Bob's mother but a friend who understands them as people and as something more than amusing babies.

You can provide the best entertainment facilities in the world and have the kitchen adequately stocked with Cokes and food, but if the doings and sayings of the young people are matters for amused or critical reporting to their elders, Bob and Susan will think a long while before bringing their friends home—and then decide against it. Even if they don't make the decision, their friends probably will.



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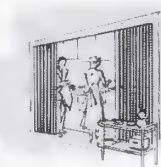
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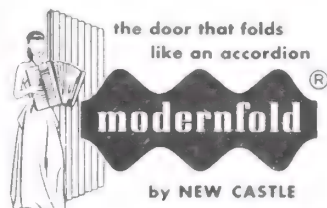
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Decorator's Diary

An armchair trip through the home furnishings market via the pages of a decorator's notebook in which the news is underlined

Never thought old engravings were particularly decorative until I saw what James Papalia does with them. He surrounds the prints with mats of patterned paper such as Laverne's "Marbalia," or a tortoise-shell pattern, or some marbled paper he imports from England. then frames them in neat flat frames finished with antiqued gold leaf.

The swooshy patterns of marble and tortoise-shell are too indefinite to compete with the lines in the picture. But the introduction of

color—rich dark greens, or terra cotta, or any number of others—injects new life into scenes of old Roman ruins and such, and makes you take the second look needed to appreciate a fine engraving. Most of his prints come from old books. Lord & Taylor has some of his pictures on display in its furniture galleries, and there are others to be seen in the "House of Years" at W. & J. Sloane's.

Took care of Ethel's sewing machine problem with a desk I found at Modernage. Don't know how or why they ever dreamed it up, but for her it works to perfection. Looks more or less like a flat-top desk with one pedestal of drawers. But the top and the support on the side opposite the drawers swivels around the pedestal so that you can swing it out to any angle that happens to be convenient or to get the best light. Ethel has to do her home dressmaking in the dining room—only place in the apartment she says, where there's room



Tortoise-shell paper

enough to spread out, and then there's the dining table on which to cut things out.



Swivel desk

The swivel desk is a non-committal piece that looks quite at home with her dining-room furniture and also performs nicely at dinner time as a server. Meanwhile the storage space is just right for her sewing equipment: one ordinary drawer, one "file" drawer deep enough to hold a couple of the small dress boxes she keeps her work in, and, next to the drawers, a one-door cupboard into which she can slide the portable machine.

Ted Richards' study is so full of books I didn't know where we'd ever find room for a light to read by. He wouldn't hear of a floor lamp and was sure he'd knock his head against anything that dangled from the ceiling. The wall seemed to be the only spot left, though there wasn't too much of that by the time we had finished hanging bookshelves against every feasible square inch. But luck was with me last week. Found a made-to-order answer to Ted's problem in a swing-arm wall lamp designed by

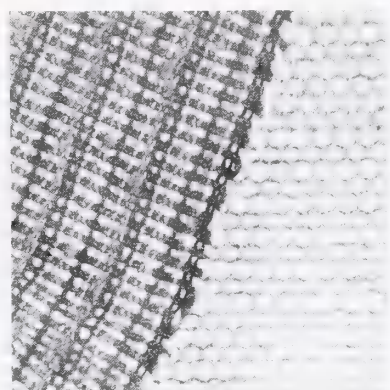


Swing-Arm Lamp

he Muller-Barringer team for one of their own interior jobs and now available to anyone who wants it.

The arm is brass, square cut and gently tapered from the wall outward. It swings from a rectangular brass plaque which takes up only a few square inches of wall space so we'll be able to install it between two of the bookshelves. Since it is almost two-feet long and swings over a thirty-degree angle, it will be simple enough to push out of the way in order to get at the books below it. This is a true reading lamp with a closed-top shade so that none of the light escapes upward. Think I'll use one at one end of the sofa and hang the other (for night reading) behind the big leather chair by the window.

Every now and then somebody asks for a room that will be very masculine and at the same time very elegant. Usually this turns out to mean a room loaded with polished mahogany and polished leather and polished brass. But next time I can at least suggest a variation for the upholstery. It would be one of the Marie Nichols group of fabrics displayed at the Herman Miller showroom. There are about half a dozen of them, all very sturdy looking and rather severe like men's suiting but with a certain formal dignity. One



Tweedy Upholstery

even has a touch of gold metallic yarn, but the gold is more apt to remind you of evening shirt studs than of a lamé gown. The other tones in this weave are beige, brown, terra cotta and green. Nothing fragile or fussy about those! Another is in a more brilliant combination of sharp blue and terra cotta but the effect is carefully restrained by the addition of a good deal of black. Not quite so formal is a tweedy mixture of jute and wool that comes in solid subdued tones like mustard or natural beige. They range from about \$10 to \$12.50 a yard, and any one of them would be handsome on one of those deep-seated lounge chairs that spell real comfort to a six-footer.—M. R.



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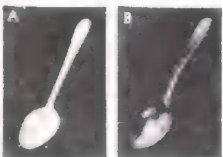
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*Test No. 96514, June 30, 1948 (photos absolutely untouched)

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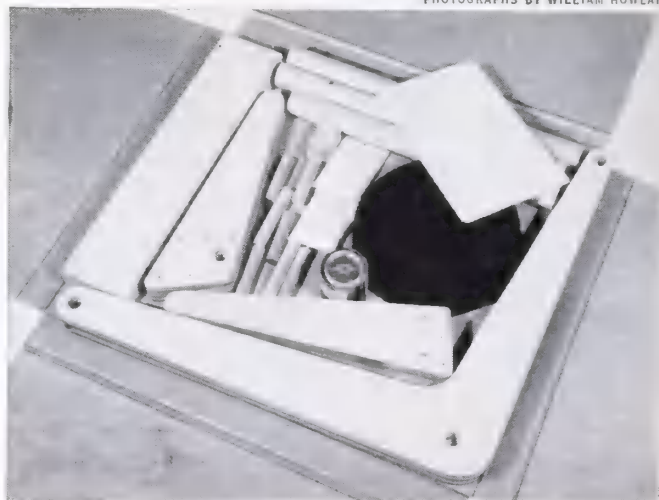
CONTINUED FROM PAGE 65

Furnishings and equipment for this budget apartment (that appears in color on page 62) came from the following sources:

Wood furniture, Klaus Grabe, Inc. Upholstered chair and ottoman, Century Furniture Co. Springs and mattress, Sealy, Inc. Yacht chairs, New Design, Inc. Rug, Waite Car-

pet Co. Draperies and pillow covers, Indian Head—Textron. In Glass curtains, Fiberglas Maquisette. Bedspread and chair covering, Crompton Corduroy treated with Zelan. Lamps, Mutual Sun Lamp Mfg. Co. China and glass, Richards Morgenthau & Co. Television, Motorola, Inc.

PHOTOGRAPHS BY WILLIAM HOWLAND



Prefabricated parts for making a chair come neatly packaged in a flat carton like this one. Everything is ready for quick assembly. Holes have been bored for dowels and screws wherever needed. The glue, the sandpaper, and the webbing tape are all there too.

NO, NO, NO! I WON'T EAT THAT!

CONTINUED FROM PAGE 59

kins from his, and learn more of the world and himself from what were, before, the mouthings of lead-as-dust philosophers.

It is because I believe this so firmly that I feel a sense of real sadness when I come upon blind, stubborn, gastronomical prejudice in people I love or like. I try to be compassionate, and weigh what has gone before in their lives. But when they remain rock-like, unyielding, in the face of the gentlest and most artful persuasions, I have to admit to a deep disappointment, no matter how much I may admire them otherwise.

It is as if they were to say, flatly, "We sucked a sugar-tit when we were little, and we plan to continue to do so until we die . . . we got sick on blueberry muffins when we were boys and, by George, we will be to it that we do again, if we are forced to eat them . . . we heard in college that French cooks put rats in their rabbit stews, and we insist on believing it . . ." And in the same way they will continue to live alone, narrowly, meanly, stupidly, in other ways connected both

indirectly and directly with the world about them.

What is perhaps worse, I am convinced that a great many people, most of them males, are potentially fit and even willing to be rescued, but they are driven to their final intransigence by the bungling attempts of their friends.

I HAVE talked and corresponded with too many bewildered women, who have "tried everything" to make their husbands enjoy eating something besides steak-potatoes-and-pie. Always, *always* they have employed such futile tricks as unaccustomed curries, timidly and inexpertly made, or had sweet wine doused upon canned grapefruit in pathetic obedience to some advertisement they have glanced at, or soggy attempts at "gay little Italian suppers" consisting of overcooked spaghetti and curdled *zabaione*. The inevitable reaction has been a destructive combination of curses and digestive powders, and a tearful return to monotony.

I think I know (The changes on emphasis are interesting: I think

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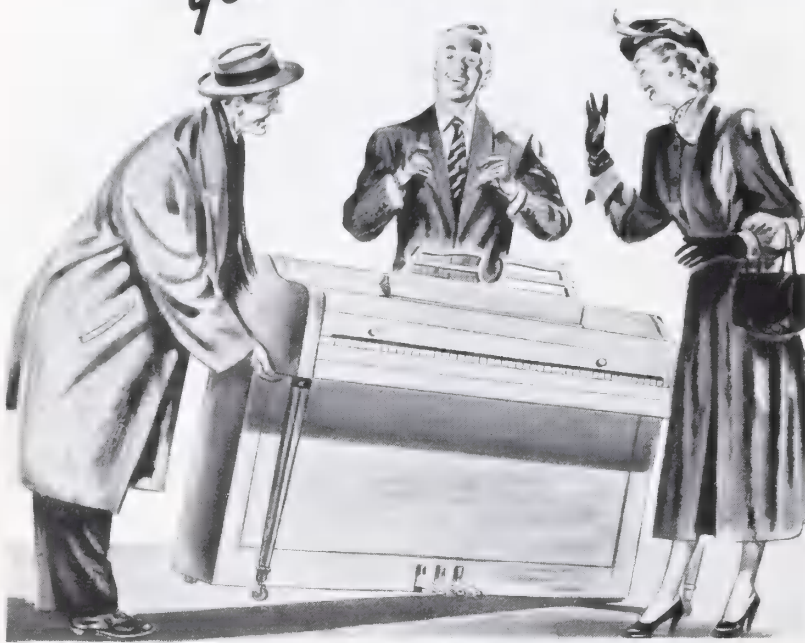


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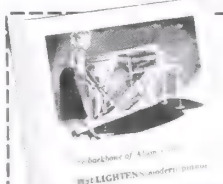
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NO, NO, NO! I WON'T EAT THAT!

CONTINUED FROM PRECEDING PAGE

I know . . . I *think* I know . . . and so on!) how anyone, male or female, can subtly fight this battle of gastronomical, and, therefore total, prejudice and win and be the better and happier for it.

It must be done very slowly, with much thought and patience, for like playing Bach, you not only practice, but you listen and *think* while practising.

And it must, before too long but gradually, be done with the knowledge and co-operation and agreement of the victim! Then it will be pleasurable, which is, in the end, the only reason for doing it: to attain a shared enjoyment.

There are women as well as men who suffer from this antagonism to change, this belligerent paralysis of the palate. In general, though, younger women are quite malleable, and eager to escape from routine cookery. It is when they grow older that they, too, revert to their childhood strictures, and shape their grandchildren remorselessly into the familiar pattern of "I won't touch that . . . I can't eat this . . ."

SIMPLY to make it easier, I shall pretend now that I am about thirty-five, with two energetic children and the resulting moments of both bliss and bored exhaustion, and a husband who seems increasingly apart from me, conversationally and otherwise. After several ill-starred attempts to break away from the grim roast-on-Sunday-fish-on-Friday routine, and a period of numbed lassitude during which too many cans were opened, I have decided to read a few books about what *other* people call "the pleasures of the table," and to talk to a few friends who apparently enjoy every aspect of eating and drinking more than my own family.

One of the best primers of gastronomical wisdom and tolerance that I know of is a complete file of André Simon's *Wine and Food Quarterly*, published in London but with many American subscribers. It is written by every type of person in the world, from country housewives to great chefs. Indeed, it will give one a truthful image of what Gastronomy, the art and the science, can mean to good people anywhere. (The *Quarterly* can be found in most large libraries, and probably borrowed from the files of local dining clubs. I suggest a subscription, however, which is about 15 shillings a year.

Of course, there are many other good books to read, from *The Diepnsophists* of Athenaeus (third century A.D.) and *The Closet of Sir Kenelm Digby, Knight* (he was born in 1606), both culinary oddities, to the down-to-earth practicality of Fannie Farmer's *Boston Cook Book*, or Mrs. Simon Kanter's *Settlement*.

BUT it is not so much recipes, or even methods, that I must seek now in what I read and discuss. It is the realization, backed by my increasing knowledge, of course, that a keen interest in the pleasures of the table is not something affected, not a kind of gluttony nurtured by the rich, the spoiled and the leisured, the members of esoteric eating-and-drinking clubs or the widely traveled who can order potatoes in six languages and name wines in seven!

When I finally see this all-important truth, and have had the time to think about it, then and then only shall I begin to teach it to my children and my husband not grimly and doggedly but almost by a process of osmosis.

I shall have an herb garden, for instance, and not because some magazine article has told me I should, but because by now I am genuinely interested in what herbs both dry and fresh, may do to the food I must set before my family. If I am honest about my interest, my children will soon absorb it from me, and unless I am the world's worst guesser, my husband will soon find himself watching, smelling, and finally tasting, unconsciously that part of his enjoyment comes not from the food I enjoy more each day to cook for him, but from the fact that we are all doing something *together*.

However, I must say slowly to myself, and not heap chopped basil, in my pride at having grown it, on the sliced summer tomatoes, when I know my husband hates anything at all or them. Instead, I will mince a tiny pinch for the children and myself as if it were a special treat, and the next time perhaps *two* pinches and then, before we know it, there will be a discreet sprinkling of basil on all the firm red slices.

It will happen with other too familiar dishes—perhaps a touch of curry powder in the cream of mushroom soup which my husband will grudgingly swallow on cold Saturdays for lunch, not enough to

are him, perhaps not even enough
him to suspect at first.
gradually I will include my hus-
band, as well as my children
(evenly interested by now), in dis-
cussions of something exciting and
good we may look forward to, day
after tomorrow or next Sunday: a
r^ol *gigot* of lamb, cooked in its
own juices, with Potatoes Anna;
perhaps something a little less con-
servative, like a lamb pilaff . . .
Now, *slow*, I advise myself.)
We will discuss pans and skillets,
and a new way of arranging the
ice-cupboard or the mixing
bowls. I may, sparingly at first,
quote what other men have writ-
ten, or even told me, about such
mysteries as *omelettes baveuses*,
the "blue" in blue cheese, the dif-
ference between Irish and Scotch
whiskeys.

WILL be a long time before I
actually serve something to my
husband that he has forcefully
declared himself incapable of swal-
lowing. If I grow impatient, how-
ever, and perhaps too fearful of
what his stubborn palate may do
to the children's sensitive imitative
powers (and here I speak more of
the spiritual than the physical), I
will in as kindly a way as possible
prepare a really noble dish for
him and me, and enjoy it to the
full while he sits by with his cus-
tary meal.

Perhaps we will eat a little
roasted rabbit. My poor husband!
Once somebody told him . . . He
lost that long-time prejudice,
and it will be a hard fight, too. But
he is beginning to soften in his
stubbornness, to be *logical* instead
of infantile about his approach to
the basic necessity we all face of
trying to eat in order to live, he
will observe with an envious and
growing respect the enjoyment of
his family.

If my husband turns pale green
at the sight of calves' liver and
tripe, but loves liverwurst, *pâté de
foie gras*, chopped chicken livers,
and every other change that can be
made on this undeniable innard, I
will slowly, quietly, but *firmly* in-
duce as many artful tricks of
cooking calves' liver into the menus
as budget and interest allow.

The same holds for kidneys,
tripe, ox tails, tongues, and
the other tidbits so generally
loathed by most Americans. I shall
experiment about them and experiment
with them, always abetted by my
fascinated children. (Here I speak
of M. F. K. Fisher, not the young
one, and I say with complete sin-
cerity that I have yet to find a
child, from two years old and of
either sex, who has not been ac-

tively entranced by cookery in all
its forms.) And before my hus-
band knows it, we have a chafing-
dish, and he is not less hypnotized
than the children by the gay flame
under it and by the wonderful
smells that I make rise from it as
I add a snickle of this, a dibble
of that.

And there we sit, the four of us,
eating Kidneys Ali-Bab at last,
tender and suave in the sweet but-
ter, discreetly heady, on crisp
toast. With a bowl of green salad
waiting beside us with French
dressing and a pinch of wild anise
the children found in the canyon
for me, and then a cool, beautiful
dessert that I would not have dared,
a few weeks earlier, to call non-
chalantly by its right name, Rasp-
berries Romanoff, nor the little
crisp cookies that go with it, Cat's
Tongues.

Before long, now, my husband
will be reading a "gourmet" maga-
zine to which I have subscribed,
or one of the excellent free bulle-
tins on eating and drinking put
out by various wine and beer mer-
chants, or even looking thought-
fully over something in *The Wine
and Food Quarterly*.

"What do you think about this
Armenian thing called Haigegan
Kebab?" he will ask. "How about
next Saturday night? How about
asking the Turners over? I could
pick up the eggplant at the Cen-
tral Market . . ."

Jugged Rabbit

- 1 rabbit (6 to 8 months old)
- 2 sliced onions
- Salt
- Freshly ground pepper
- 2 or 3 bay leaves
- Crumbled sage or oregano, if
desired
- Equal parts water and plain
table wine or mild vinegar
- 3 or 4 tablespoonfuls olive oil
- Bacon fat

Lay the pieces of rabbit in a
jar (preferably earthenware), and
add the onions and seasonings.
Heat the water, wine, and olive oil
to the boiling point, no further,
and pour over, to cover completely.
Cover the jar, and keep from two
to three days, depending on the
weather. (This, of course, mari-
nates more quickly in hot weather.)
Drain and dry the game. Strain the
marinade. Brown the pieces of rab-
bit in good bacon fat, and lay in
a casserole. Heat enough of the
marinade in the skillet, catching
all the browned juices from the
meat, and pour over the rabbit.
Cover the casserole, and cook gently
until tender, about a half hour.
Before stirring, stir one cupful (or

(Continued on next page)



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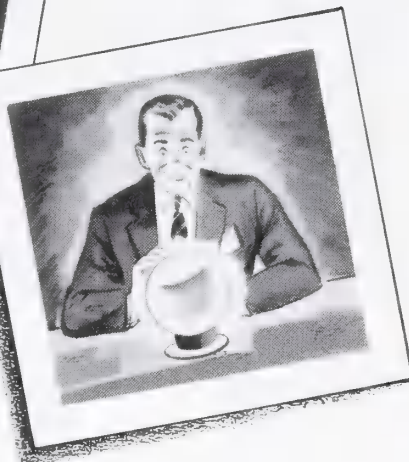


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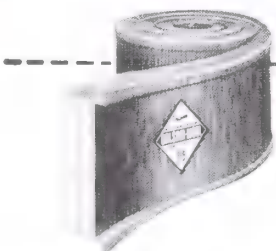
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NO, NO, NO! I WON'T EAT THAT!

CONTINUED FROM PRECEDING PAGE

more) of thick sour cream into the sauce. Serve with noodles, mashed potatoes, or rice.

Kidneys Ali-Bab

- 4 veal kidneys
- 1/4 pound sweet butter
- 1/4 cup brandy
- 1 cup thinly sliced mushrooms (tinned or fresh)
- Salt, freshly ground pepper, pinch of cayenne
- 1/2 cup dry sherry
- 1 cup thick cream
- 1/2 teaspoonful horse-radish sauce (optional)

Remove fat and membranes from kidneys and slice very thin. Brown fast in sizzling hot butter, and, as soon as brown, douse with brandy and set aflame. When flame dies, add sherry, cover, and let cook not more than five minutes, very gently. Add cream and horse-radish, bring to bubble, and serve at once.

This is a good chafing-dish recipe. It is sometimes wise to add

the uncooked kidney slices to a hot butter before the guests come to the table, to avoid any possible squeamishness. The brandy is essential, to do away with the strong taste of kidney, but for children the sherry can be dry white wine (all alcohol evaporates anyway) and the horse-radish, a strange Bab-ish touch, can be eliminated.

Raspberries Romanoff

- 1 pint raspberries
- 1 1/2 cups heavy cream
- 1/4 cup powdered sugar
- 1/4 cup kirsch

Mix berries lightly with a stiffly beaten cream to which gradually been added the sugar and kirsch. Chill well, and serve in tall thin glasses or crystal bowls.

The kirsch can be omitted for children, of course, and a little good vanilla substituted, or 1/2 teaspoon grated lemon peel.

THE HONEST ENJOYMENT OF MUSIC

CONTINUED FROM PAGE 74

Polka, the Dances from Rossini's *William Tell*, and finally Sousa's march, *The Stars and Stripes Forever*.

The Tritsch-Tratsch Polka? The Skaters Waltz? The thrice-familiar Danse Macabre? And, of all things, *The Stars and Stripes*? Light, popular, easy pieces of music these, not worthy of Toscanini's attention and too lowly to keep company with the great music which made up the rest of the program.

Not at all. Toscanini does not look at it in this light. He believes such music to be enjoyable and, therefore, worth playing. Unlike lesser conductors, he does not have to fortify his ability by presenting only the profoundest music. He does not have to wrap himself in the garments of greatness in order to appear as a great artist. He can afford to be free of musical snobbery. And, by the way, he rehearsed these light pieces as carefully and with as much affection as if he had been rehearsing Beethoven's *Ninth Symphony*.

The moral of the tale is this: If such music is good enough for Toscanini, it is good enough for you. No, there is no better moral. The incident may help you to overcome an uncomfortable distinction which you make between light music and great music, uncomfortable, that is, to yourself. You may have

the feeling that there is something wrong with you when you enjoy light music but are lost, puzzled or just plain bored when you listen to great music.

Differences in quality of music exist as surely and obviously as they do in all other fields of endeavor and craftsmanship. To a person experienced in music, these differences are as apparent as is the difference between an original Adam chair and the machine-made chair that stands in a dentist's waiting-room, to a person with an enlightened eye. They are as apparent as the differences between *Henry Esmond* and *Forever Amber* to a critical reader. And yet, may we ought to forget about them when we begin to listen to music? Perhaps a newcomer to music ought not to concern himself with critical evaluation. Perhaps he ought to feel that he must apologize for his own taste.

I suggest that you do not worry about whether the composition which at the moment pleases, excites, or thrills you is, in point of fact, good music (an appellation which many people mistake for heavy music) or inconsequential (light) music. For the moment apply only one question to your musical experience, namely: "Do you enjoy this music?" It is possible (Continued on page 123)

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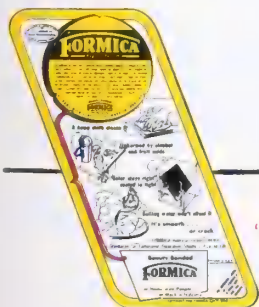
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CONTINUED FROM PAGE 99



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THE HONEST ENJOYMENT OF MUSIC

CONTINUED FROM PAGE 118

What if you approach all music quite simply, you will begin to enjoy finer music. You may get rid of that disconcerting state of mind which holds you back from the greater music and which you express in the statement—a statement you put forth either slightly shamefacedly or truculently, according to your disposition—that “you do not know anything about music.” Well, maybe you don't. But that doesn't mean that you can't enjoy great music. Just forget your (perfectly natural) awe. Just take it easy. Keep an open mind, listen to all kinds of music, and if you don't like a certain composition at the moment, stop listening to it. But don't make up your mind that you will never like it. Come back to it some other time and give it another chance. Whatever you do, do not follow the distinctions made by others between inferior and superior music. Until such a moment as you yourself find this music superior in the satisfaction and pleasure it gives you, these distinctions are meaningless.

THE only honest enjoyment of music comes from honestly having a good time. More faking and pretense exist among so-called music lovers than in the other arts. That, at least, is my impression. At any rate, there is no use making musical experiences into a cultural cause or a pedagogic peregrination. It won't work. You cannot force yourself. You learn to understand and to appreciate music only after you have begun to enjoy it, and your knowledge increases in direct proportion to the degree of your enjoyment. If at the moment, *The Skaters Waltz* represents your idea of the finest type of music, then you are not ready for

the *Rasoumovsky Quartets*. There is, believe me, no condescension implied in making these statements. I am merely seeking a way to remove from the road which leads to better music those furrows which either your own timidity or other people's superior knowledge has dug there.

Does that mean that you will never enjoy music which is better than *The Skaters Waltz*? Are you always going to dwell in the province of superficial music? In my humble opinion, just the contrary is likely to happen. No one really knows how taste develops. It is a fascinating speculation, but one difficult to pin down, difficult to express in practical and simple terms. Some day, somebody may come up with the answer. What a useful answer it would be! Think what it would mean to all of us if our taste could actually be guided, if we could take lessons in the skill of taste, so to speak, as we can take lessons to improve our bridge game or learn to swim. I believe that the improvement of taste is a half-automatic process. Though it entails experience, it does not come by experience alone. You might sit down and listen to 16 symphonies on 16 successive days and lo! on the 17th day you will be exactly where you started. Bored. But suppose you listen to music, good, bad or indifferent, which you honestly enjoy. Your very enjoyment will lead you by a gradual graduation to the understanding of, and the interest in, better music. You will become dissatisfied with the superficialities of easy music. You will then, in the natural course of events, want to turn to finer music. Experience combined with pleasure develops taste. Pleasure has to come first.

This FIREPLACE WARMS ALL THE ROOM, EVEN ADJOINING ROOMS



CIRCULATES HEAT!

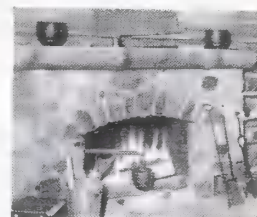
BUILD your fireplace around the Heatilator* Fireplace Unit and enjoy the crackling cheer of an open fire . . . *plus* cozy warmth and comfort in every corner of the room! The Heatilator Fireplace actually circulates heat to warm *all* the room, and even adjoining rooms, too.

Heatilator Fireplace makes furnace fires unnecessary on cool Spring and Fall days, cuts weeks from the furnace season, dollars from fuel bills. Use it to supplement furnace heat during bitter weather, or as an auxiliary heater in case of fuel shortage or furnace repairs. In mild climates the Heatilator Fireplace furnishes all the heat needed by many homes. And remember, a Heatilator Fireplace lets you have *any style of mantel* you desire.

WILL NOT SMOKE! A Heatilator Fireplace *will not smoke*. The unit is a scientifically designed steel form around which the masonry for *any style* fireplace is easily laid. It assures correct construction, eliminates common faults that cause many fireplaces to smoke. *Yet the Heatilator Unit adds little, if any, to the cost of the complete fireplace, due to savings in labor and materials.*

Your fireplace must serve you a long time. Make sure it *will*, by asking for the Heatilator Unit by name. Look for the name Heatilator on the dome of the unit you buy. Accept no substitute—the reliability of the Heatilator Unit has been proved for more than 21 years in thousands of homes and camps all over America. Sold by leading building material dealers everywhere. Mail the coupon now for complete information.

*Heatilator is the registered trade mark of Heatilator, Inc.



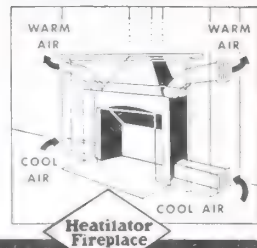
FOR CAMPS

The Heatilator Fireplace makes camps and cabins livable weeks longer every year . . . earlier in Spring, later in Fall, and Winter weekends.



FOR BASEMENT ROOMS

The Heatilator solves the difficult problem of heating basement rooms. Its circulated heat warms the entire room quickly and thoroughly.



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HEATILATOR, INC.
432 E. Brighton Ave., Syracuse 5, N. Y.

Please send free booklet showing pictures and advantages of the Heatilator Fireplace.

Name

Address

City Zone State

BLACK-DAYLIGHT TELEVISION

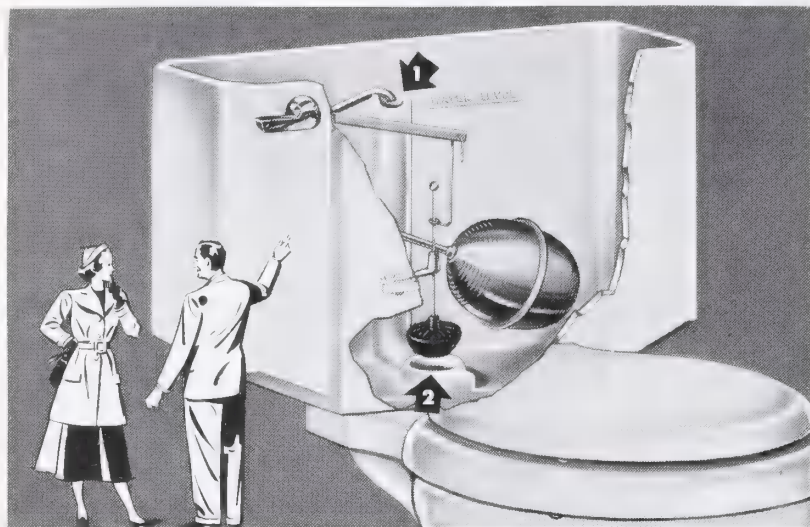
Finest picture plus greatest eye comfort ever achieved in television. Tests show up to 140% greater range of picture tones! Blockier blacks, whiter whites. Smartly styled consoles, table models.

General Electric Co., Syracuse, N. Y.

GENERAL ELECTRIC Model 12C109, big 12 1/4" tube Mahogany veneer cabinet

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ELJER

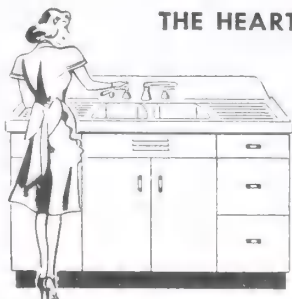


"These hidden features will save you money"

This unfamiliar view of a familiar object shows you one of the many reasons for the popularity of Eljer Bathroom Fixtures. The construction of Eljer Tanks safeguards you against a common cause of trouble and expense.

The Eljer *overflow* 1 and *ground-in valve seat* 2 are both made of real vitreous china... are an integral part of the tank itself. This eliminates the thin metal tubes and valve seats, commonly used, which wear and corrode and must be replaced. Vitreous china, of course, cannot corrode, will not require replacement, lasts the life of the fixture. These *exclusive* Eljer features have proved their worth in the millions of Eljer Fixtures now in use.

Yet an Eljer Fixture with this *extra quality* costs no more than an ordinary fixture... even less, considering the resulting savings in maintenance expense. For a free booklet on bathroom ideas, write Eljer Co., Box 192, Ford City, Pa.



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Eljer's beautiful, chrome-plated brass fittings feature new, exclusive construction principles that assure long, satisfactory service. All wearing parts are easily renewable. Specify Eljer Fixtures with Eljer Brass for bathroom, kitchen and laundry.

ELJER CO. • FACTORIES AT: FORD CITY, PA., SALEM AND MARYSVILLE, OHIO, LOS ANGELES, CALIF.

A Fine House with Growing Children

CONTINUED FROM PAGE 104

PHOTOGRAPH BY WILLIAM HOWLAND



• In this open-plan house the dining room (above) seems to flow out of the living room and into the game room, which you see beyond. Game room will be children's future living room, when Ping-pong, dancing, and party days arrive. It has indoor barbecue.

took its shape from these needs, oriented to a hilltop site which commands a sweeping view of Manhasset Bay to the north and wooded country to the south. The placement of the house, with its virtual walls of glass on the north and south sides, floods the house with sunshine all day long in fair weather and keeps it light every day. The open plan of the house, by which the main living rooms flow together with few partitions to interrupt its feeling of spaciousness, contributes more lightness.

The windows are curtainless, but are hung with Temlite ventilating window shades, strips of beveled basswood which seem not to attract dust or to require washing. And the Tomsons have discovered that, despite their almost completely electrical housekeeping equipment, their electric bills are not appreciably higher than in their former house, because their rooms never need artificial light during the day.

Their house is heated by radiant heat, and Mrs. Tomson is delighted with it because, since the air is never hot and moistureless, the children have fewer sniffles. And plants, which she considers a particularly beautiful example of

child-resistant decoration, flourish with little care. The heat tubes, in which hot water circulates, are Chase copper tubing pinned to wire netting in the ceiling under the plaster. There is extra tubing over the windows on cold north side of the house. This kind of heat, of course, does away with the need for dust-catching radiators.

The open plan—the absence of blocking, enclosing walls—has given the whole family a feeling of freedom within four walls. The Tomsons particularly rejoice in the way the children sense this. Although they have their playroom upstairs, and a play yard outdoors, no part of the house is out of bounds for them. They and their friends run and scamper where they will, and chin themselves ecstatically on the handsome staircase. And since there is literally no damage they can do, they are relaxed in their play, under no tension.

Mrs. Tomson, who confesses to an erstwhile predilection for Colonial cottages (before she lived here, of course), also admits to the qualms she first had about living in a "glass house." It took her

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WHAT'S TELEVISION GOING TO DO TO YOUR LIFE?

CONTINUED FROM PAGE 67

radio that it would certainly kill the theater and possibly kill the book business. On the subject of television, Mr. Shaw has played safe. He has said merely: "I'm afraid to look"—a witticism which can't be held against him 20 years from now.

LET'S be sensible. Television isn't going to revolutionize any of our bits; it's just going to modify them, possibly for the better. The books, the magazines, the movies will survive and so will we. Relax. All we'd best not dismiss this electronic wonder entirely if we value our sanity or the wits of our young. There are three things to be kept in mind about television that mark it off clearly from your radio. It delivers about five times as much blip as radio and requires in turn five times as much attention. It enraptures children. It's impossible to get anything accomplished in the same room while it's on.

My first word of advice—to progress from the trivial to weightier considerations—is to get the darn thing out of the living room. If you don't, you'll find the place uninhabitable during the kids' programs from 5:00 to 7:30 every evening. You'll discover that one of the six people you invited over wants to watch Milton Berle. The other five agree with him. So you'll all look at Berle. Or your wife wants to see the Gilco Playhouse and you don't. You look, too, or are driven from the room. (Same problem in radio.) The best place for a television is a television room, especially designed for that purpose, with four or five comfortable chairs and room for a couple more for guests. Several New Yorkers already have created such rooms and have happily reported that they are wonderful devices to get rid of the baseball addicts. Barring a television room, put it in the library or the mpus room in the cellar, if you assess such things. As a last resort, stick it in the dining room, odd as that may seem. Thus you'll get peace of mind and freedom of action in your living room or, for that matter, your bedroom. This is the first step in dominating the set against letting it dominate you.

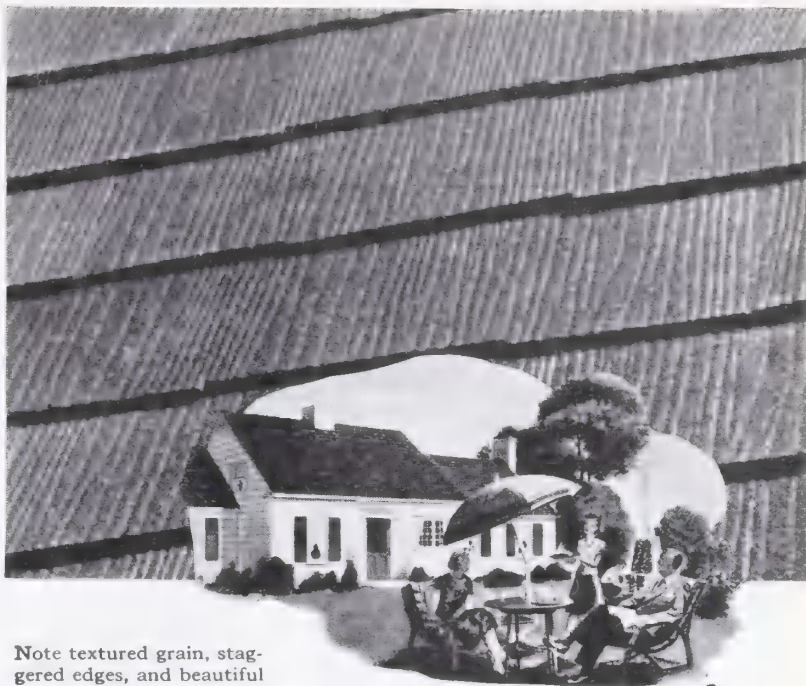
The effect of television on family life, in spite of a lot of sweeping statements to the contrary, is still obscure. There was considerable evidence at first that it would cement the family together in an in-

dissoluble, electronic bond around the cathode tube. Fathers happily reported they were seeing their teen-age daughters for the first time in months. The girls were bringing their boy friends home to look at it. Mothers found the TV set was a wonderful nurse for the children between the hours of 5 and 7. The first effect was temporary. The teen-agers and their swoon-goons got fed up with television in a hurry, drifted back to the more permanent enchantment of the jukebox and, again, haven't been heard from in months. The youngsters, though, are likely to stay in love with television. In its present state, this won't do much harm. On the contrary, the good kids' programs—*Howdy Doody*; *Lucky Pup*; *Kukla, Fran, and Ollie* (which adults may find as palatable as the kids) *Mr. I. Magination*—are wholesome entertainment, far removed from the blood-and-thunder of the radio. But, already, there are rumblings of change. Television now has its *Captain Video*, a sort of updated *Captain Midnight*. Chances are television will have as much shooting during the children's hour as radio with the conspicuous advantage that the gore will be visible.

ON THE whole, television will modify us only to the degree that we, as individuals, are susceptible to modification. Much has been made of the fact that television in its novelty stage snuffed out conversation completely. When the guests or the relatives arrived, the new set-owner found himself whispering. This is known as the politeness-to-the-set phase. You tiptoe about, as if afraid of hurting its feelings. The phase passes rapidly. Soon you start talking back to it. If you think for a moment the television set is going to silence your wife's Aunt Sarah, you're gravely mistaken. Television will destroy the art of conversation only among those who weren't very gifted in that direction in the first place.

This rule, I feel, will apply all the way down the line. Those who found radio a completely satisfying emotional experience will find the same thing in television. Those who could take radio or leave it will do just the same for television. All research, of which there has been a great deal, indicates that television viewing falls off rapidly after

(Continued on next page)



Note textured grain, staggered edges, and beautiful weathered appearance of these shingles. Come in several attractive colors.

*The most Beautiful
low-cost Asbestos Roof
ever developed!*

Johns-Manville "American Colonial"—the inexpensive asbestos shingle that lasts 35 years PLUS*

[It's rotproof . . . fireproof . . . weatherproof. Permanent as stone! Not one has ever burned . . . not one has ever worn out!]

JUST before the war, Johns-Manville introduced a new type of asbestos shingle—the most beautiful low-cost asbestos shingle in J-M's 90 years of roofing experience!

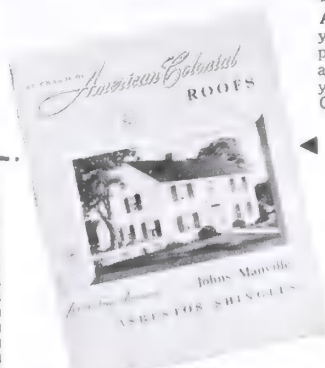
It's called the "American Colonial" and it has all the charm and beauty of weathered wood—yet it's made of asbestos and cement,

two practically indestructible materials. Imagine a shingle so attractive also having the permanence of stone!

J-M American Colonials come in several pleasing colors to meet your preference or architectural requirements.

If you are considering a new roof for your present home, or plan to build a new home, we strongly recommend that you see your Johns-Manville dealer about this new development.

***LAST 35 YEARS PLUS!**—Thousands of J-M Asbestos Shingles have now been in service 35 years and more. They're still as fireproof, rot-proof, and weatherproof as the day they were applied. No signs they won't last another 35 years or more! That's why we say American Colonial Asbestos Shingles last 35 years PLUS.



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WHAT'S TELEVISION GOING TO DO TO YOUR LIFE?

CONTINUED FROM PRECEDING PAGE

the first few months you own the set. Whereas four and one-half hours was the national average for daily radio listening, it's doubtful that average daily attendance at the TV set will much exceed two hours. Two hours are enough for normal listening, for a normal consumption of any one entertainment. Two hours would be enough with a book, a play, or a movie. Within these two hours you can get much of the good entertainment which television offers. Yes, it does offer good entertainment and a considerable quantity and variety of it. As to the poor stuff—well, television demands so much attention that you tire of poor stuff more easily. This fact will, in all probability, not only limit our viewing but also change our tastes. "The eye," according to an advertising executive, "is 85% more retentive than the ear and more resentful of what it has seen before."

This is bad news to the comedians who dominated radio so many years with variations of the same joke. Television favorites are likely to be not only different people but also different *types* of people from those of radio. While Milton Berle and his imitators have a clear edge in early popularity, straight dramatic productions will probably pull ahead in the end. And, of course, if you're getting so much drama at home, you're not going to seek out so much in the movie palaces. This won't doom the picture industry. It just means movies will have to be better to attract us from our homes.

EVEN movie producers admit television will kill the B-picture. Will anyone miss it? Attendance at the nation's movie houses may well be cut by about 20 per cent, which is serious news to the picture people but not necessarily to moviegoers. There'll just be fewer and better pictures.

Since television first went commercial, one phrase—"competition for time"—has been kicked around with great assurance and phenomenal ignorance. After work, meals, and sleep, there is only so much of our time left and the competition for our attention among newspapers, magazines, books, plays, movies, television, and radio is obviously going to be ferocious. The result, I think, will be a pruning operation. Every new mass medium has cut heavily into the older ones.

But the older ones are never extinguished. The movies, for example, almost destroyed the road company and seriously reduced the number of plays produced on Broadway. But what the movies cut out were the worst elements of the theater—the melodramas, the *Up in Mabel's Room* type of comedy, and the rest of the riffraff which the movies could provide more cheaply. Television, in turn, will have the same effect on the movies. It will do the same to magazines and books and possibly even to afternoon newspapers. (The impact of television has already been seriously felt by afternoon papers in New York.) As a competitor, television will spur every medium competing for our time to its best effort. The best will survive. The worst will disappear.

IN THE long run, the general cultural level will, I'm confident, be elevated, not depressed. Does anyone seriously think that the level of dramatic entertainment—taking in with that phrase all dramatic elements, including stage, screen, radio and television—isn't a great deal higher than it was in the days of the ten, twenty, thirty?

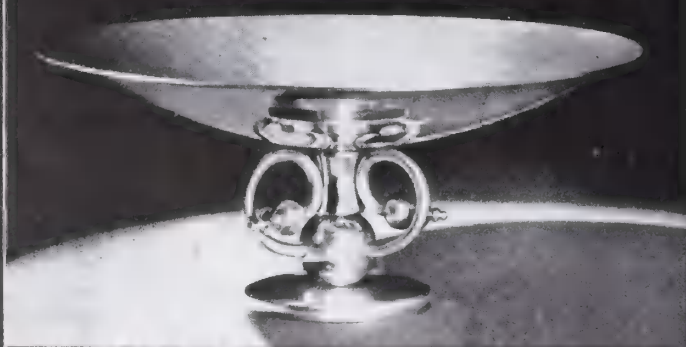
As individuals, more particularly as a nation of individuals, what we have to guard against most from television is a standardization of taste. Television is going to be a powerful force toward dictating to housewives and to teen-age kids, who occasionally grow into adults, how they should look, what they should think, how they should talk, what they should wear. Movies and radio both standardized us to a degree that Europeans find remarkable and more than a little depressing. This trend toward accepting as gospel everything that appears on the television screen—the mannerisms of the actress, the cut of the dress, the design of the chair—ought to be vigorously resisted.

On the other hand, we can take comfort from the fact that we, as individuals, are going to impose—in fact, we already have—some standards of our own on television. The TV screen is a small place. Most manufacturers are betting that the average home screen will be no bigger than sixteen inches. This, of course, rules out Hollywood spectacles. More importantly, it means that a different *type* of personality will be the hero or heroine of the next generation. The

Beautiful

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accessories.



So correct and so practical — so perfect as a gift — and so reasonably priced! Footed bowl shown is 11 1/4" diameter and costs about 8.00 at your favorite dealer.



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New York 10, for booklet and name of your nearest dealer

ly and glamorous people—
do well on television. They
to be sixteen feet tall to be
ible. When reduced to sixteen
es, you refuse to believe the
ence of your own eyes. The
onalties who come across best
levision are real people—girls
mouths and eyebrows of rea-

READING FOR DELIGHT

CONTINUED FROM PAGE 57

that has lasted past the time
it was possible to enjoy
a state of pure innocence.
you wish to read for enter-
tainment, or pleasure, or delight,
cannot and should not read
critically. There are some
ers who are always fighting
author, trying to scent his
ects, as certain movie-goers find
satisfaction in noticing some
important error in costume. Such
ader is a kind of critic with
ers and without pay. He may
many things out of a book but
sure is rarely one of them.
truly entertaining book may
ride and Prejudice, which is a
erpiece; it may be a new P. G.
ehouse, which certainly isn't.
ther case it makes one feel—
pecially if it can impart that
r-impact we call delight—
r awake, more sensitive, like
asp spring day. It flushes the
of life with color and opens
spected doors and windows in
mind. Even at its least pre-
ous, it provides amusement
out anesthesia.

AT books can I tell you about
hat have this past year given
reader at least, myself, enter-
tainment, or pleasure, or delight?
are a few, and I hope there
be some among them that you
n't read and will want to read.
t me start with two classics—
forbidding word. The first is a
all of us have heard of, many
have started, few of us have
ned, and practically none of
as enjoyed. I think I'll stand
hat sweeping statement, and
book is *Don Quixote*. Now the
of the matter is that *Don*
Quixote has never been really
able to the reader who didn't
en to know Spanish—for the
lations have ranged from
inable to dull. Had the Knight
e Sorrowful Countenance been
to examine the ways in which
s adventures have been englished,
countenance would have be-
even more sorrowful. But
at last a fine scholar, Samuel

sonable dimensions, men who look
fairly plausible.

As to your eyesight, I wouldn't
worry about it. There was, it's true,
a dog in Greenwich, Connecticut,
who got eyestrain from staring at
television. I suspect he had weak
eyesight to begin with. Or else, he
didn't have much sense.

Putnam has given us a wonderful
new translation—and suddenly *Don*
Quixote becomes a wonderful new
book. Mr. Putnam's English is our
own; it's near to us, fresh, lively,
easy, and full of the blood of life.
Don Quixote is now a delight to
read, a classic that, after almost
three and a half long centuries,
has at last come into its own for
the English-speaking world. It can,
of course, be read on several levels
of attention—and one of these
levels is the level of fun, of pleas-
ure, of entertainment.

England has produced its own
Don Quixote—Dickens' *Pickwick*
Papers. This was published over a
hundred years ago, and since then
I doubt that anyone has written
anything livelier or more consist-
ently entertaining. There are plenty
of editions available, of course. I
feel a little embarrassed at direct-
ing your attention to a new one,
the Inner Sanctum Edition of *Pick-*
wick Papers, with the most in-
fectiously gay new illustrations by
a real discovery—Frederick Ban-
bery. I say embarrassed because
the book happens to contain a long
introduction by me. But this is
quite plainly marked and therefore
easily skipped.

Well, there are two classics. As
for more recent books, the one that
during the year 1949 gave me the
most delight, almost a kind of wild
glee, is a novel called *The Horse's*
Mouth, by Joyce Cary. One reader,
recalling James Joyce's famous
title, has called this "a portrait of
the artist as an old man." And that's
what it is—the wild, exuberant tale
of an old painter who cared for
little in the world but painting and
the keen sensation of life that he
could transfer to canvas. Gully
Jimson is one of the most engaging
rascals in all English fiction, one
of the most overflowing talkers,
and one of the wittiest. The book
is indescribable; it has a quality
of almost ferocious originality, and
it quivers with a joyous life of
its own. For me (I know I'm a
Johnny-come-lately in this case)

(Continued on next page)



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REPRODUCTION
you'll be Front-row Center with your
NEW *Motorola*
FM-AM TABLE RADIO
Enchanting tonal beauty and studio-real fidelity are all yours to enjoy with this striking Motorola "Radar-Type" FM tuner. Smart "Sweep Station" dial for ease of tuning. Stunning Forest Green or Mahogany Bakelite cabinet, gold trim. See...hear...MODEL 79KM211
make sure it's a *Motorola*
20 YEARS OF ELECTRONICS ACHIEVEMENT
GUARANTEE MOTOROLA HIGH QUALITY



the Smart
SCALE
FOR
SMART-FIGURE
WOMEN
Smart... because Counselor's streamlined modern design compliments you and your home. (You may choose a finish of gleaming chrome or smooth enamel in your favorite color!) Smart... because its fine construction means long life, continuing precision. Smart... because a magnifying lens means easy dial reading (model illustrated also has electric dial light). YOU'RE SMART... if you choose Counselor as your Figure Guide to Fashion. Ask your dealer for Counselor today. The Brearley Co., Rockford, Illinois
COUNSELOR
Streamlined *Scales*
"CORRECT IN EVERY WEIGH"

For the Perfect Buffet



HOSTESS SERVER

of Exquisite Beauty and Charm

Let the gleaming beauty of this gorgeous new Footed Hostess Server* add both distinction and completeness to your next buffet luncheon, supper, bridge or cocktail party—an elegant expression of gracious living . . . Of brilliant hand-wrought crystal, its clean, dignified lines symbolize the ultimate in unhurried craftsmanship, meticulous design. Its 8" height, 13" width, 160-oz. capacity and 8-oz. center sauce or dressing well insure ample proportions for a generous guest-list. Perfect for shrimp, canapes, hors d'oeuvre, salads, cheeses. Yet the surprisingly moderate price will intrigue you!

*Design Patent applied for

When buying glassware, look for the blue and gold label of West Virginia Glass. It's your assurance of hand-blown, brilliant crystal—smart, modern design—superlative quality—at conservative prices. At gift, jewelry and department stores. For name of nearest dealer, write West Virginia Glass Specialty Co., Weston, West Virginia.

WEST VIRGINIA Glass

Select your playing cards from Guild's Gallery of distinguished art in full color. Guild Playing Cards are coated with plastic for easier shuffling, longer life . . . are packaged in clear plastic cases. If your dealer does not have Guild Cards, send his name, enclosing \$1.75 plus 25¢ for postage and handling and we will mail you matching decks of the above design, and samples of other designs.

GUILD
Plastic Coated
PLAYING CARDS

WESTERN PLAYING CARD CO., Affiliated with WHITMAN PUBLISHING CO.
Dept. 130-B, RACINE, WISCONSIN

READING FOR DELIGHT

CONTINUED FROM PRECEDING PAGE

Joyce Cary was a great discovery. *The Horse's Mouth* sent me to his other books, particularly *Herself Surprised* and *To Be a Pilgrim*. They deal exhaustively with characters who play a minor part in *The Horse's Mouth*. They're entirely different from that wonderful book, but almost as good in a different way. Yes, delight is what Mr. Cary gives me—a rare sensation for which this poor jaded reader, at least, is humbly grateful.

I said that delight is the superlative of which pleasure is the comparative. Theodore Bonnet's novel, *The Mudlark*, is not quite in a class with *The Horse's Mouth*, for it is a book that gives pleasure, but not quite delight. This is the charming, touching story, founded on a real incident, of the unexpected visit to Queen Victoria of an engaging waterfront brat of a boy, the story of his effect on her, on Disraeli—and on the history of England. It's beautifully written—

weirdly enough, by an American—leaves a sweet taste in the mouth. One more, and very different, novel: Mika Waltari's *The Egyptian*. This is a long, highly colored piece of historical fiction—but quite unlike the usual sensational best seller. It paints a picture of life as it might have been lived in Egypt 1,500 years before Christ. As sheer story, it has some of the same engrossing quality that was possessed by those old favorites, *Quo Vadis* and *Ben Hur*. It has all the fascination of something entirely strange and exotic; yet its characters are (as they must have been) not unlike ourselves. I don't think it's a great novel, but it's a great yarn.

NOW for four books of non-fiction that happen to have given me pleasure of quite varying kinds. The first is Robert Lewis Taylor's *W. C. Fields: His Follies and Fortunes*. W. C. Fields was a very great comic artist, and not a very moral man. He wasn't even a pleasant man—but he was one of the most extraordinary and absurd characters of our time, and Mr. Taylor makes the most of him. Even though you may be resentful of Fields' selfishness and miserliness, you can't help laughing at his fantastic career, the jokes he played on others, and the stranger jokes life played on him.

E. B. White's *Here Is New York* is as quiet and subtle as the Fields book is noisy and simple. Mr.

White of *The New Yorker* is, to put it plainly, about the finest essayist we have. In this essay—it's quite brief—he has come pretty near capturing the elusive soul of the greatest city in the world. His book, too, gave me delight, though of a sedate and reflective variety.

Again, I derived a very different kind of pleasure from Mario Perini's *The Story of Language*. The title describes it: it tells you everything you'd want to know about mankind's most necessary and useful tool. It's a book from which one can learn enormously, yet it's not oppressive, and one can browse through it, or read chapters here and there, receiving always, seems to me, that curious gentle pleasure that comes from the discovery of facts one never knew before. It's a book for the whole family, and one of the finest popularizations of a vast field of knowledge that I've encountered.

Eleanor Roosevelt's *This I Remember* carries her story from the days of the governorship through the death of her husband. It's part penetrating social history, part an honest revelation of two extraordinary characters (F. D. R.'s and the author's), and partly playful amusing gossip. For me it held a remarkable charm.

IHAVE space to recommend one more book, and this one, the most original anthology of which I have knowledge—*The Limits of Art*, edited by Huntington Cairns. This will make its greatest appeal to those who have a fairly serious interest in literature. What Mr. Cairns has done is to assemble, in one beautifully printed, enormous volume, those selections, from many of the literatures of Europe, which competent critics have pronounced the very finest of their kind, embodying a perfection beyond which art cannot go. In each case a selection (often only a few lines) is given in the original language with a good translation, and to this is appended the judgment made by the critic. *The Limits of Art* is education in itself, and a delight.

The books I've mentioned are widely differing literary qualities. Some have permanent value; others will be forgotten in a season or two. But all of them, it seems to me, radiate a glow that warms the mind without ever insulting it. They represent my year's choices among the books that one can read for entertainment, pleasure—or delight.

IT'S WORTH MENTIONING

CONTINUED FROM PAGE 48

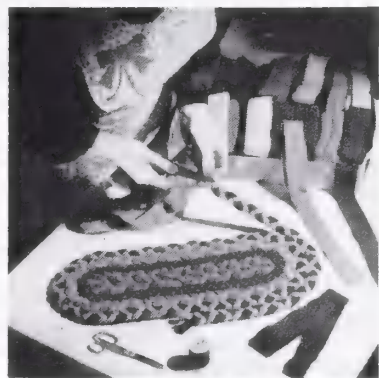


What a spacemaker for crowded quarters! Terrific, too, for rum-pus rooms. Cab-Dinette asks only 48"x10" of floor space to base its sturdy 69" high wood cabinets. Four screws secure unit to wall studs. When it's idle, 6-seater 36"x40" Formica table (red, yellow, gray, green) fits under hinged valance; table "legs" return to door duty and presto, the dinette is a white-lacquered cabinet. \$90. Del Hagens, Larchmont, N. Y.

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You won't find lovelier or more decorative hardware for Colonial furniture than these graceful, authentic Colonial, heart-design pulls by Amerock. Even the hand-crafted, hand-hammered look has been captured in these fine reproductions. The oxidized zinc plating used under their satiny, antique colonial-black finish makes the steel virtually rustproof. 5" over-all; 3¼" centers. \$4.80 doz., Hudson's, Detroit, Mich.



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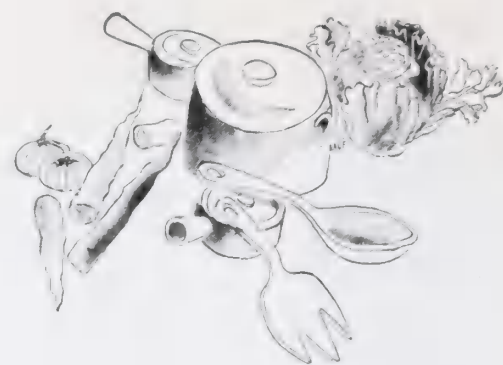


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PANTRY SHELF NEWS

New foods, new ways with old ones add zest
and interest to both everyday and company fare

by Julie Polshek

Ambrosia in jars would be a fitting name for the Lady Betty Rose Petal jelly-conserve, as their maker calls them. Rose petal is no figure of speech here for the unusual jelly creations are actually infused with rose-petal concentrate, and when you uncup the urn-like jar the fragrance of June roses wafts out. Distillation of hundreds of rose petals go into the half-teaspoon of rose-petal concentrate used in each jar of the all fruit-and-sugar jelly. There have been other rose-petal jellies on the market, imported from the Near East, but their price was so fabulous that only a few ever knew their goodness. Lady Betty's fragrant creations are as authentic and fine as those earlier imports and they are made from an old Rumanian recipe for rose conserve which has been in the maker's family for generations. There are five flavors in the group: Quince 'N Rose, Crabapple 'N Rose, Blueberry 'N Rose, Raspberry 'N Rose, and finally Bitter Citrus 'N Rose. Unlike the first four sweets, the latter has a zesty bitter tang. The raspberry, particularly, is superb served with cream cheese as a dessert or spread on miniature finger sandwiches for tea. All types are \$1 for a 12-oz. jar, at Charles & Co., 340 Madison Ave., New York, N. Y.

Whether you're looking for something unusual for a party or for a hostess gift, the Barbekitten will fill the bill with aplomb. It's

an ingenious ensemble of everything you need (exclusive of fire food which you can corral from your butcher and grocer) for Shishkebab dinner for eight. The wonderful thing about Shishkebab is that you can, during these indoor months, prepare it under your range broiler. The "kit" is all contained in a cellophane-and-ribbon-wrapped, 21-inch oval salad bowl. It's the unvarnished, hard-to-find kind, the pet of gourmets.

Here's what you find inside the super-size bowl: 2 good-looking aprons of striped dark blue and crimson iridescent denim—one for him, one for her. They abound in pocket room and their unadorned tailored simplicity will win him favor with all those who want a part of aprons with cute saying. Then there's a large, padded mitt to match, for hand protection, and eight 18-inch steel skewers with good sharp points. These, and the bowl will be mighty useful, come summer, for outdoor barbecue parties. On the food side of the ledge, the kit provides 2 cans of imported stuffed vine leaves, a delightful Oriental hors d'oeuvre you know if you've dined in Armenian restaurants, 1 origano, 1 package of Turkish Delight with pistachio nut of particular excellence, and a jar of Turkish coffee. It comes with a menu that gives directions for preparing the exotic meal. Barbekitten costs \$24.50; Barbekitten (1½ size) \$17; Unusualties, Inc., 17 E. 48 St., N. Y. C.



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the seven Hardy herb blends, with which I've just finished adventuring, leave no doubt that Mr. and Mrs. Hardy, who created them, are masters of the art. You'll agree when you use them that it is truly an art to combine exactly the right complimentary flavors and aromas to achieve blended bouquets that perfectly compliment the intended foods. Each bouquet is made up of several herbs, blended so that one or two predominate and the rest add subtle background. The group comprises blends for soup, fish, meat and poultry, eggs, salad, cheese, and vegetables. You can add them during cooking or use them as a garnish. Either way, the superb blends add aromatic sparkle to the foods they were made for. The Hardys have two other unusual herb creations that bear witness to their mastery with herbs. One is their herb wine, conceived especially for use on fruit and pastards—and how it lifts their spirits. It makes something special out of mundane fruit desserts. The other is hot wine—wine infused with a blend of herbs and hot pepper for use in gravies and soups. Its tang is especially delightful in cream soups.

A third Hardy product you should become acquainted with is Hadjima, an Albanian vegetable that resembles a bud of garlic and combines garlic, onion and chive flavors. You use it just as you would garlic or onion, in salads, meat dishes, vegetables, for instance.

Any three of the Hardy dried herb blends cost \$1.40; all seven, \$3.25. The herb wine and hot wine cost \$1.25 for an 8-oz. bottle; a 4-ounce bag of Hadjima costs 25¢. All from Hardy Herbs, 80 Hill St., Lexington, Mass.

A more homemade-tasting food has never come out of a can than Joe Meier's Welsh Rarebit. Its flavor and blend are as fine as any rarebit we ever eaten. There's no mistaking that its backbone is well-aged, sharp cheddar cheese. You simply add a couple of tablespoons of beer

to the rarebit and heat it in a double boiler. In a few moments you have a tasty midnight snack or luncheon dish.

You'll want to try it for baked macaroni, too, instead of the usual cheese sauce. It can also be used just as it comes out of the can as a sauce for fish, vegetables, or croquettes.

Six cans cost \$2.50, from Joe Meier's Food Products, Wantagh, Long Island, N. Y.

One of the most exciting cookbooks to come across my desk in a long time is *A Taste of Texas*. It is packed with hundreds of unusual recipes for the finest dishes offered by Texas cookery. They were culled from over two thousand recipes submitted by Neiman-Marcus customers. The star-studded galaxy was then submitted to the Home Economics Department of Texas State College for Women for screening.

You'll find from the "nationalities" of the unusual recipes that the food repertoire of food-loving Texans is varied. The influence of Indian and Spanish cookery, Mexican and French, and even the deep South is reflected in the epicurean recipes gathered in this fascinating cookbook. The dozen or so I've tried out are, alone, worth the price of the book. Anyone who loves good food will find it a priceless gem. \$3, from Neiman-Marcus, Dallas, Texas.

More and more interesting hors d'oeuvres are appearing on the horizon. The latest tasty tidbits to come my way are Mother's Fish D'Oeuvres. They're spongy, mouth-melting fish balls of cocktail size in a tangy fish broth that jells to an aspic when refrigerated. They're made of finely chopped, delicately flavored lake fish, eggs and subtle spices. For cocktail-time I served them with a horse-radish sauce "dip." It compliments the delicate flavor of the tiny balls to perfection. They're equally tasty cold or warmed, and dredged in flour and deep-fried, a more delectable cocktail morsel is hard to find.

As a fish course, you can either drain off the broth and serve them with a vinaigrette dressing or serve fish balls and aspic in slices on a bed of lettuce, accompanied by horse-radish, and perhaps cole slaw. Once you are acquainted with these versatile tidbits, you'll find many other interesting ways to serve them.

Three 1-lb. (about 40 balls each) jars cost \$2.20 (plus postage), from Gimbel's, N. Y. C.



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THE ART OF GIVING A GOOD PARTY

CONTINUED FROM PAGE 80

feeling of success the party is almost sure to be a flop.

This rule is absolutely basic—so basic that you have to arrange for it to be possible. One way I arrange for it is to have all preparations over and done with before the guests arrive. I flatly refuse to be the agitated hostess whose mind is in the kitchen when it should be on her guests. With the arrival of the first guest I make my mind a blank about what goes on behind that swinging door. I've done my best and if calamity befalls—well, let it. I'll cope with it as gracefully and casually as I can, perhaps make a joke of it, but I will not haunt my own party by worrying about it.

Neither will I "fuss" over my guests, making much anxious to-do over whether they have coasters, napkins, ash trays, comfortable chairs. I try to anticipate these needs beforehand—or make amends quietly—so that they don't feel that I'm running myself ragged.

Another essential rule is never to invite people just to repay a social obligation. Your guests should all be asked because you genuinely want to see them. I repay my social obligations by sending my hostess flowers or a gift or a nice note. Then I am free to build my guest lists as I please.

JUST inviting people I like is not enough. I've learned. The guests must also like each other. Each guest must end up being genuinely glad the other people are there, too. This takes a lot of thought, for no party is going to be fun for anyone if it's an uphill pull conversationally, and if the hosts have to be continually "priming the pump." I spend more time thinking about whom to invite than I do about any other phase of party-giving. I've found it pays to bring together people with widely diversified interests. Then the conversation never degenerates into shop talk. I like to mix ages, and I never worry particularly about working out the boy-girl-boy-girl formula.

I do try to avoid a preponderance of women, because this, unhappily, seems to bore the men guests and, if the men are bored, everyone has a dull time. In fact, to insure a good party for everyone, I quite brazenly cater to the men and their comfort. The food I serve is definitely chosen to please



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masculine palates, and I try to serve it, especially at buffet parties so that men can handle it easily without any self-conscious juggling.

The best point of departure in building a proper guest list is to have some excuse for giving a party. You'll see what I mean in a minute. Almost anything can be an excuse: a new recipe you're dying to show off, a guest from out of town (your own or someone else's), new table appointments, completely heavenly weather, a garden at its peak, a shipment of some foreign delicacy (like lobster tails from Africa or pompano from New Orleans). I have my own merchants trained to call me when they're expecting some rarity.

ONCE you have a reason for a party, you are immediately reminded of the people with whom you'd like to share it. When you have a reason for giving a party is because you want to share something with someone, you are almost guaranteed success. It puts everything else on a "I-want-to-do-it" basis instead of an "I-ought-to-do-it" basis. Sorry if it sounds like Pollyannaism. It's the truth! Too many parties are given for reasons of duty instead of pleasure. Most parties are almost doomed to failures. A good impulse makes a good party.

A small group, assembled to talk together seriously, is the hardest of all to plan. You have to really know your guests, their foibles and their "isms," so that you won't be at each other's throats over their cherished conviction.

So when I invite people who don't know as well as the palm of my own hand, I have large groups. I think you need at least 16 (unless you are planning some game like bridge or Canasta which occupy them). Large numbers of people, left to their own devices, seem to do very well. They move around, changing conversation groups often enough so no one is bored talking with anyone. I deliberately plan things so that guests are forced to keep shifting. I put them soup in front of the fireplace, big, big coffee cups, ask them to fix their own drinks, serve dessert in another part of the house or garden than where the main course was set up. Such tricks keep things stirring, give your guests a better chance to talk to more people. The old system of having guests talk just to your immediate neighbors at the table is not much better.

When I am sure I've invited the most congenial group, I consider

food. Serving the right food to the right people is part of partying art. You certainly won't serve your most exotic recipes to those friends who believe that steak and French fries are The Ultimate. If my guests aren't going to be so open-minded enough to like strange foods, then I give them traditional foods, but cooked just differently enough so they are intrigued without being shocked. You'd be surprised how many variations and twists can be worked on even such a stock cliché as ham and eggs. Three courses are the most you should plan for a party. Too much food makes people sleepy and logy and quite unready for brilliant conversation or games. You should interest them with food rather than stuff them. Lots of hostesses in America go on the theory that they can't be hospitable unless they press quantities of edibles on their guests. Our grandfathers' theory of "the groaning board" is the death to a lively party. For you give people more to eat than they are accustomed to eat, you're likely to put them to sleep and ruin everything.

AND while we're on this subject, let me remind you that the dead-end bore on the calendar is the inconsiderate hostess who begs, bores, and entreats guests to try a bit of this and some more of that. This kind of badgering only embarrasses guests into overeating for fear of offending the hostess.

My own three-course formula consists of (1) a fish course—a soup or a fish hors d'oeuvre; (2) a course of meat or fowl with vegetable and a green salad; (3) a dessert. Never two vegetables. Never soup and fish. And I don't have many "knickknacks" on any of these courses: no array of brandied peaches, pickled pears, or those things dear to the heart of Grandmother. I believe the menu should be so artfully balanced that you won't need little touches of this and that to round out the palate's well-being. Besides, it complicates life in the kitchen. You can really get more stunning effects with the menu itself. The trimmings merely tend to diffuse your main acts. If you don't believe me, try it my way and see!

The really crucial part of your party plan has to do with the recipe. Unless you expect to spend all your time over a hot stove, tirelessly stirring, tasting, and cooking, you must—absolutely must—use recipes that won't spoil from standing after they have reached the done stage. So obvious! Yet so

few do it! A party simply can't be run on a schedule—not a *good* party. No matter how you disassemble, your guests will sense you are pressuring them to finish their drinks before that soufflé falls. Even a perfect gem of a cook can't guess when some of the guests are going to decide to have another drink.

So avoid the tension that inevitably comes from using fast-cooking recipes. Use foolproof recipes like casseroles that are supposed to cook for hours and can stand an extra forty-five minutes without being a flop.

Also think about the eye appeal and the texture appeal. Avoid recipes with cream sauces, because they won't stand. If a food looks tired, it usually is tired. There's nothing more dampening to a guest than being confronted with shriveled green peas or limp broccoli that is becoming mush. Such sights make them wish they'd stayed at home. And the party dies right there.

MY LAST piece of dogma has to do with how the party looks. Your house should have a glamorous air. Stageset it so artfully that it looks different, even to you and the guests who know it well. Be calculating about the lighting. Take advantage of the soft glow of candles and firelight. Put away your usual accessories until the rooms look bare. Then dress them with great, important arrangements of leaves, flowers, fruits, groups of candles. I am particularly partial to compositions of fruits and vegetables because then you can eat your decorations later. Some of my favorites are green artichokes stacked with white garlic and cauliflowers, arranged with huge rhubarb leaves and broad-leaf parsley; a pyramid of dark red roses and white grapes; piles of red apples and pink geraniums; grapefruit, lemons, and daisies on lemon leaves. But whatever you do, do it in big swoops, not timidly and cautiously.

Use this same dramatic—you could even call it theatrical—philosophy on your table arrangements. Don't make the party an excuse to parade the dull fact that you have complete sets of china and glass. Avail yourself of the entertainment value of novelty by changing the pattern, color, and shape of your china and glass with each course. Present your food as an exciting, interesting picture, contrasting its color and correlating its texture and shape with the

(Continued on next page)

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THE ART OF GIVING A GOOD PARTY

CONTINUED FROM PRECEDING PAGE

dishes you serve it in. Besides making the food more beautiful, this variety delights guests and keeps the party lively.

Do things differently. Be so original about your table appointments that they'll be conversation pieces. Mother-of-pearl shells used as butter plates, or dessert served in Victorian milk-glass hands (which are really card trays) are unexpected fillips which provoke amusement and chatter.

The unusual, or the unusual use of a familiar thing, always creates a pleasant stir. We own such things as old-fashioned glasses big as flower pots and huge open-stemmed beer glasses which I use for serving all sorts of drinks, but aside from their usefulness they're worth their weight in dancing girls for sheer entertainment value.

Be as calculating about your effects as the display manager of a Fifth Avenue shop. But don't let originality get out of hand. Keep things smart and beautiful. Don't, for instance, go in for such gagged-up extremities as the much-laughed-at candlestick salad (a banana stuck into the center hole of a pineapple slice and topped with a cherry). Appetizing food should not be made to look like something it isn't. So avoid the outré as much as you avoid the stuffy and commonplace. In short, use good taste, but *original* good taste.

I don't believe in putting more than eight people at one table. Eight can all talk together nicely. More than eight are thrown back on the old-school formula of having to talk to those on their left and right. Before you know it, your party has become stuffy.

I LIKE those really new dining rooms that HOUSE BEAUTIFUL showed last December. All of them had several tables to permit small conversation groupings. Those dining rooms would encourage good parties, because they would produce informality. Practically the first law of party-giving is that a good party is an informal party. A formal party requires formal manners. Since we Americans, these days, are not formal people, we are immediately put under strain if we see we are expected to act in any but our customary manner.

My philosophy boils down to four things: thorough preparation, a good guest list, a good selection of

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food (not too much of it), and food interestingly served. Sum up they sound very simple easy. They really are, once you come convinced they are worth thought they take.

For it's the thought, not work, that makes a good party

Editor's note:

Here are five of Mrs. Stanton's time-proven party recipes. None of them requires much attention from the cook while the party is in progress.

Easy Bouillabaise (For 16)

- 7 cans chicken consommé or broth (I use Derby, Derby Foods, Inc., Chicago, Illinois)
- 2 cups dry white wine
- 2 stalks of celery with leaves
- 4 sprigs parsley
- 6 medium carrots, diced
- 2 large pieces cloves of garlic cut in halves
- 2 very small onions minced, or 4 green onions, tops and all, or 4 shallots minced
- 1 bay leaf
- 1 1/2 tablespoons tarragon vinegar
- 1 can mussels (Trupak picnic size)
- 1 can shrimp (Trupak, distributed by E. Bros.)
- 1 13 1/2-oz. can Lighthouse Fish Balls. (Product of Sweden, Swedish Preserved Union Ltd., Goteborg, Sweden. They are excellent.)
- 2 6 1/2-oz. cans of crabmeat. (A very delicious one is MYCO, a product of cupied Japan, distributed by American Mercantile Co.)
- 1 12-oz. can whole clams (Neptune, packed by Juilliard Fancy Foods)
- 2 6-oz. cans lobster. (New Zealand Lobster, Chateau Brand, packed by Schumacher Bros. Inc.)
- 4 or 5 diced tomatoes. (If you have fresh ones, Libby's puts out a perfect tomato in cans that is very good.)
- 4 cans water (#2 can)
- 1 1/2 teaspoon freshly ground pepper or 1 Cracked Pepper by Spice Islands
- 4 heaping tablespoons chopped parsley

This soup sounds expensive, it should not cost over \$7 for people. It is easy to prepare a delectable.

Put wine, 2 cans of chicken broth, and 1 can of water on boil. Add stalks of celery, parsley, garlic, onion, bay leaf, vinegar, and boil 15 minutes. Add juices from all fish and shell fish and the carrots, and boil another 15 minutes. Add the other cans of chicken broth and can (or half a can) water according to taste. Add diced tomatoes, bring to a rapid boil, and quickly add all the parsley and the parsley. Bring back to boiling point and serve with garlic bread.

Just before you are ready

serve, take out the bay leaf, garlic, the celery, and parsley.

If you prefer, the wine and chicken broth can be boiled in the morning and the other ingredients added during the last 15 minutes. I make up this soup in big quantities and freeze it in handy-size jars so I can get it ready quickly for unannounced guests.

You may cut down this recipe to serve eight by omitting the mussels, shrimp, and fishballs, and using only half the quantities given for the other ingredients.

Boiled Potatoes with Sour Cream (For 16)

- 16 medium-small potatoes
- 1½ pints sour cream
- 1 heaping teaspoon caraway seeds (mashed in mortar)
- 2 tablespoons chopped chives
- ¼ teaspoon Java Cracked Pepper (Spice Islands)

Delicious with steak, beef, and ground round steak.

Wash potatoes and put in frying pan with ¾" water. Cover tightly and cook slowly for 45 minutes or until skins pop. Peel and put in a hot dish and cover with the sour cream sauce.

Put sour cream, caraway seeds, half the chives, and pepper on low heat for 15 minutes. Let this barely simmer. Just before serving, add remaining chives. To serve 8, cut given quantities in half.

Cherries and Almonds (For 8)

- 2 cans Bing cherries, #2½
- 1½ 5-oz. packages shelled almonds
- 2 tablespoons kirsch (Use imported Cherry brandy or Bellows' good Hood River, Oregon, kirsch.)

This dessert is especially good after a duck dinner, or a rich dish.

Blanch almonds by putting them in hot water and bringing to a quick boil. Drain and the skins will pull off very easily. Dry between paper towels and then cut in half lengthwise, making slivered almonds. Store in a covered container until ready to use.

Chill cherries and the dish in which they are to be served, along with the bowls the guests will use. Open the tin and drain, put cherries in the cold bowl. Take half the liquid and mix it with the kirsch. (Really season to taste. You

might prefer more or less kirsch.) Pour over the cherries and sprinkle slivered almonds over the top. Return to the refrigerator until ready to be served. They can be served with ice cream and cake or cookies.

To serve 16, increase the ingredients to 4 cans of cherries, 2 5-oz. packages of shelled almonds, and 4 scant tablespoons of kirsch.

Corn and Spaghetti (For 16)

- 4 packages frozen cut corn
- 3 coils of vermicelli or spaghetti (the smallest spaghetti obtainable)
- 1 scant pint cream
- 1 rounded teaspoon sugar
- ¼ teaspoon Java Cracked Pepper (Spice Islands)
- 3 heaping tablespoons chives, chopped, or chopped green onions
- 1 scant teaspoon salt

A good accompaniment for chicken or veal.

Cook spaghetti in boiling salted water for 3 or 4 minutes. Drain and spread half of it in a casserole. Break up the frozen corn and spread half of it over the spaghetti. Sprinkle half the seasonings—salt, pepper, sugar, and chives—over this. Repeat with the remaining spaghetti, corn, and seasonings. Pour the cream over all. Cover and bake in a moderate oven (300° F.) for 45 minutes. To serve 8, cut given quantities in half.

Saga of the Soup Kettle (For 8)

- 3 or 4 or more leftover bones from steak, rib roast, lamb, or chicken or turkey carcass
- 3 medium carrots and 4 cut up
- 1 medium onion, quartered
- 1 medium clove garlic, quartered
- 2 stalks celery, peeled down the back, and leaves left on
- 4 sprigs of parsley
- ¼ teaspoon Java Cracked Pepper (Spice Islands)
- ½ scant teaspoon salt
- ½ scant teaspoon brown sugar
- 2 cans soup (Beef bouillon for steak and roast, chicken bouillon for chicken; Scotch Broth for lamb bone)
- 4 cans water

A delicious puree, excellent for a Sunday night supper with cold meat and a salad.

Put all the ingredients together and boil for three or more hours on very low heat. Lift out the bones and celery leaves only. By cupfuls, put the soup with the vegetables into the electric blender and whiz away.

This is another concoction which I freeze and keep on hand in the freezer for unexpected guests. You wouldn't be likely to have enough leftover bones to make enough of this to serve 16 people, but you can increase the quantity of the soup by adding more of the appropriate canned bouillon or broth.

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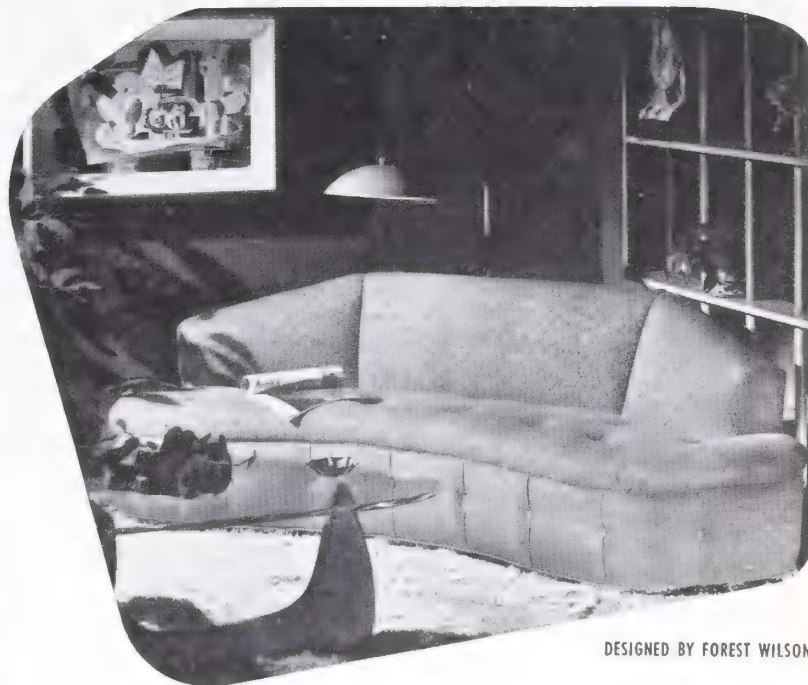
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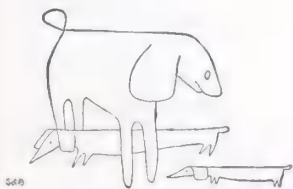
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HOW TO LEAVE HOME AND LIKE IT

CONTINUED FROM PAGE 53

piña fria and a couple of rhumbas. You can fly here in thirty minutes from Havana. Or you may go by bus—less chic, but certainly more informative, for the three-and-a-half hour trip takes you through the green sugar-cane country, (where the farm fence posts are leafy willow stobs), and gives you a taste of Cuba's mountains, her country towns, and two of her coastal cities, Matanzas and Cárdenas. You might go one way and return the other. Most hotels in Varadero operate on the American plan. Note, for discussion with your travel agent, the attractive Casa La Rosa, Hotel Dos Mares, Chez Roig, the Kawama Club, which offers guest memberships to tourists, and the new Hotel Internacional, opening this season. For more information about this too-little-known neighboring island, write to the Cuban Tourist Commission, 122 East 42nd St., New York 17, N. Y.

Vive le roi

Of the many flamboyant events which launch the Lenten season throughout the world, none achieves greater esprit than the extravaganza with which the French Riviera takes its last fling. And of the many Mardi Gras festivities along the Côte d'Azur, none so gay and garish as the time-honored Carnival of Nice. Here celebrants do battle with flowers and the confetti comes in both paper and powder. The gaudy floats and grinning grotesqueries move through the Place Massena and along the Avenue de la Victoire all day and well into a night, made day by many myriad-colored lights. This year King Carnival takes over his papier-maché and bunting kingdom on February 9th, and reigns for a full two weeks. And if you happen to be anywhere near, you'll find trains running from Paris to the Riviera daily, air service direct to Nice, ships making it via Marseilles or Cannes, and hotels, in spite of anything you may have heard, from \$15 a day down to \$2!

Memo to motorists

Would you have thought of putting aspirin in the glove compartment? Maybe yes. Probably no. And it's for just such reminders you should read Carol Lane's blithe but potent little booklet, "Travel à la Car," before you take your next automobile trip. As Women's Travel Director for Shell Touring Service, Miss Lane has traveled

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many more miles than you and I put together. That's why she remembers to include in her book all the little things we might overlook without it: like telling the dry cleaner to hold your suit until you return, and why not pack soap flakes in an envelope instead of a bulky box, and how to keep motor-ing children happy, and how to pick a good motor court. A pleasant useful little book, and free if you write Miss Lane at the Shell Touring Service, 50 West 50th Street, New York 20, N. Y.

On Mobile Bay

Should you wish to linger on Alabama's Gulf Coast, you can do no better than emulate Gulf Coast initiates. For almost a hundred years they have elected Point Clear on Mobile Bay their favorite "watering place." Point Clear wows the breezes at the opposite end of the Bay from Mobile itself, where late February brings on Mardi Gras festivities and much ado over azaleas. It's across the Bay from Bellingrath Gardens, which this spring will be even better because they are bigger, and just off main Route 90 to Florida on State Highway 89.

But it is also a self-contained vacation spot on its own. Its heartbeat is the Grand Hotel, third in an honorable line of Point Clear Grand Hotels. The current Grand spreads three low wings from the very center of the Point, dominating 25 landscaped acres. Here there's a golf course, a stable and miles of woodland trail, a yacht basin at which you can arrange for Bay or Gulf of Mexico fishing trips, an oversized swimming pool, a supervised playground for the children. All are most attractively set off by pine and moss-hung oak, by white beach and warm sunshine and sparkling water, and by fresh-made blueberry muffins for breakfast the year around! Rooms are \$12 a day, suites \$16 and \$18 single or double, and both European Plan.

Automobiles abroad

Announcement by Cunard White Star, among others, that rates on automobiles shipped to Europe as passenger baggage have been slashed from around \$500 round-trip to a minimum of \$350 indicates that even more American cars will be on European highways this summer. This may be good news for tourists battling traffic on the highways of home, but not for any who plan to drive through Europe but have not yet made definite arrangements. According to AAA reports, half again as many American cars were shipped to

Europe in 1949 as in 1948. The probabilities for 1950 do not bode well for latecomers.

Down Featherbed Lane

Among the several Bermuda hotels which will be showing their guests new faces this spring is the St. George, to many one of Bermuda's choicest, serving its choicest area. For the village from which it takes its name, half an hour's drive from Hamilton at the far eastern end of the islands, is the oldest town in Bermuda. And the passing years have given a variegated patina to streets and buildings essentially Elizabethan. You can see St. George afoot, by bicycle or carriage, or in the more recently added "Austin" taxi. And you will find every narrow, winding street an adventure in time and custom, rich with the curious lore which gave rise, for instance, to their names: Featherbed Lane, Old Maid's Lane, One Gun, Printer's, Barber's.

The St. George Hotel surveys its town from Rose Hill, the eminence from which the Confederates directed transfer of supplies from British ships to blockade runners in the island-dotted harbor. Across the harbor today is Kindley Field, the latest in planes zooming over it. And the hotel has been completely redecorated, its kitchen equipment made the most modern. But it is still the "old" St. George in charm, service, and all those things which abet your relaxation. You can stay there for from \$11 a day up—\$13 with bath—both double and including meals. Or you can stay at the Somers Inn, or Cedar Top, both downtown, for around \$5 without. In either case you'll want to try the excellent food at White Horse Inn overlooking the harbor at closer range.

Fastest to Oslo

Paintings salvaged from that other "Oslofjord" which perished in the war will please those passengers aboard the new "Oslofjord" who are sentimental about their ships. But in few other ways does the Norwegian American Lines' newest, largest, fastest, and most luxurious ship bow to sentiment. The 16,500-ton motor-ship, now plying between New York and Oslo via Bergen, Stavanger, and Kris-

tianssand, coddles 200 first-class and 400 tourist-class passengers with indoor and outdoor swimming pools, a Garden Lounge replete with bamboo paneling and potted plants, an inlaid dance floor, and every modern device guaranteed to make the crossing a proper prelude to the trip. First-class rates start at \$290.

Arabia, California

Just one more proof of the variety that is California is the annual Date Festival with which, from February 17-22, the burgeoning town of Indio in the Coachella Valley southeast of Palm Springs pays homage to the source of its delight. Dates are only one of the exotic crops which have brought prosperity to the valley, once an ocean bed. But so profitable the harvest, and so intriguing, that Indio's Date Festival turns out to be a believe-it-or-not matter of camel races, Far-East costumes, and an Arabian Nights Pageant on a \$25,000 stage unmistakably Arabic in architecture!

Air currents

The new versatility with which the airlines are going after your business makes it worth while to look into such as these: *Package tours.* United Airlines has a series of sun-basker packages, typical being that to southern Nevada, ten days, from New York, with headquarters at Las Vegas, surface excursions to Hoover Dam, Death Valley, and others. All expense, \$467. *Commutation tickets.* At least two air lines serving Hawaii are proposing a 20-trip book, good on both Clipper and Sleeperette flights between the West Coast and Honolulu, valid for six months and priced to allow a better than 20 per cent saving. Could you but go so often! *Hook-ups.* American, Pan American, and Delta have joined to simplify connections for people from the West, Southwest, and South, bound for the Caribbean and South America via Miami. Pick-up service is supplied by a DC-6 flight across the continent, 12 and a half hours from Los Angeles to Miami with stops at Dallas, Birmingham, Atlanta, and Jacksonville, and connections with Pan American's flights south at Miami.

Safe

Those who have worried as to the fate of old Castle Clinton, standing so forlorn in New York City's Battery Park, its past glory, its long usefulness gone, now know that the capable National Park Service has acquired authorization and the necessary \$65,750 to make it a National Monument.



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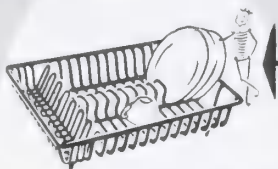
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Pop

Spring bulbs that have been stored outdoors in pots will pop into bloom within a few weeks if you bring them indoors now.

Feed early

Feed your lawn early—as soon as it dries enough to be walked on without leaving foot prints. Your grass gets the full benefit of the food now. Late applications—after March 15—must be shared with the young weed seedlings (weeds don't start to germinate until the soil warms up).

Looking for trouble

Tall shade trees need lightning rods for protection. February is the best time of year to install them. It's no job for an amateur, though. Call a licensed tree expert.

What's that!

New visitors to HOUSE BEAUTIFUL's Pace-Setter House of 1949 came away without asking the name of the head-high evergreen shrub outside the living room (shown on the November cover). It is *Pieris japonica*. Pieris—sometimes called andromeda—thrives and blooms profusely anywhere rhododendrons and azaleas do well.

All-America

Don't put off ordering roses. You must plant roses early (never later than March in New York area) if you want really big flowers. Specify number one plants. Include at least one of the new All-Americas in your order: Fashion, Sutter's Gold, Capistrano, or Mission Bells.

Hollow side up

Start your tuberous begonia tubers, hollow side up, in moist peat in a warm room by the end of the month (New York area). Details on culture were given in January, page 66.

Tourists

Southern azalea gardens will be at their best next month. Visit at least one of the famous big ones, but don't overlook less known ones like Jacksonville's Oriental gardens, or Charleston's many small, private gardens that are open only during Garden Tour time, March 20th to April 15th.

Snow flowers

February daphne, four-foot high shrub, blooms this month. You may find a few blossoms on your Christmas roses under the snow. And branches of any spring-blooming shrubs will burst into bloom now if brought indoors.

Joseph E. Howland



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PHOTOGRAPH BY EZRA STOLLER: PICTOR

Gravel strip behind "foundation planting" catches drip from gutterless roof. This solution eliminates stoppages, snow avalanches, ice damage to shingles, but requires careful grading away from foundation.

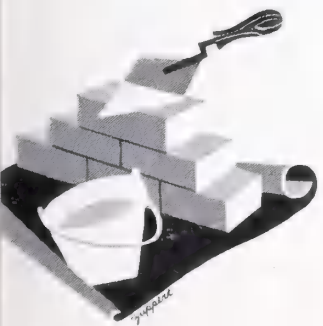
Grandfather slept here...

CONTINUED FROM PAGE 90

Here are the materials and equipment used in remodeling Grandfather's house.
FOUNDATION: No new foundation; column footings concrete; STRUCTURE: Existent structure solid; walls 6" thick, floors 8" thick; EXTERIOR WALL SURFACES: Siplap white pine; INTERIOR WALL SURFACES: Sheetrock, U.S. Gypsum Co., Chicago, Ill.; Masonry: Plywood, U.S. Plywood, New York, N. Y.; Flexachrome, Texaco Co., Chicago Heights, Ill.; ROOFING: 5 ply built-up, Barcol Div., Allied Chemical & Dye Corp., New York, N. Y.; FLASHING: Copper, Chase Brass & Copper Co., Waterbury, Conn.; WINDOWS: Steel casement & projected; Hope's Windows, Inc., Jamestown, N. Y.; GLASS: Pittsburgh Glass Co., Pittsburgh, Pa.; SCREENS: Bronze mesh, Hope's Windows, Inc., Jamestown, N. Y.; DOORS: 2 steel sash casements.

Hope's Windows, Inc., Jamestown, N. Y.; DOOR HARDWARE: Track & butts, W. C. Vaughan Co., Boston, Mass.; PAINT: Pratt & Lambert, Buffalo, N. Y.; HARDWARE: Old hardware used; PLUMBING: American Radiator & Standard Sanitary Corp., Pittsburgh, Pa.; HEATING: Hot water converter from mill, copper convectors, American Radiator & Standard Sanitary Corp., Pittsburgh, Pa.; CONTROLS: Minneapolis-Honeywell, Minneapolis, Minn.; HEATING INSULATION: 4" rockwool batts by Gold Bond, roof only, National Gypsum Co., Buffalo, N. Y.; LIGHTING: Kurt Versen Co., Englewood, N. J.; LIGHTING FIXTURES: General Lighting Co., Los Angeles, Calif.; Century Lighting Co., New York, N. Y.; ELECTRIC WIRING: Romex wire, General Cable Corp., New York, N. Y.; Westinghouse circuit breaker, Westinghouse Electric Corp., Cleveland, Ohio; MILLWORK: white pine milled by owner's shop; KITCHEN EQUIPMENT: Hotpoint dishwasher, Hotpoint Inc., Chicago, Ill.; Hotpoint stove, Hotpoint Inc., Chicago, Illinois; custom designed walk-in refrigerator unit and special small ice cube maker in bar; LAUNDRY EQUIPMENT: Bendix washer, Bendix Home Appliances Inc., South Bend, Ind.; Thor "Gladiron" ironer, Thor Mfg. Corp., Chicago, Ill.

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DEAR CLUB MEMBER

CONTINUED FROM PAGE 69

The records are the minutes of The Dante Club, and The Dante Club was made up of a group of young married women who decided to read together the classics they had never got around to reading alone, and because Dante's was the first, the club took his name. They took turns reading and the one who read "emceed," as we would say today, the discussion that accompanied it. They read Chaucer, Spenser, Spinoza, the Greek tragedies, Plato, and others, anticipating by some 40 years the "Great Books" course of the University of Chicago.

THE Dante class was a small club, but it was not the only one to which my mother belonged, even instigated. There was The Art League, and in that organization a course of study of painting was mapped out for the year and a paper delivered by a member at each meeting, followed by a discussion. There was also The Conversation Club, but why they had to be organized for that activity and what form it took I do not know.

During my childhood I took all of these groups as a matter of course. I heard parts of their programs repeated to my father at the dinner table. I heard papers that my mother was about to deliver read aloud in practice to him. It would have seemed to me, had I thought about it all, as much a part of everybody's pattern of living as the program of three meals a day. But looking back at it, I am filled with admiration both for the initiative of those young women in a small town, and for their intellectual accomplishment. They were none of them "blue stockings"; they were gay, young, and happy. They played tennis, went on picnics in summer, sleigh rides in winter, had euchre parties, gave amateur minstrel shows, and, it seemed to me, an endless series of fancy dress dances. But they also sharpened their wits, and never allowed the horizon of their field of reading and absorbing knowledge to shrink.

In the days of their greatest activity, I watched with interest the meetings of these cultural groups that took place at our house, because I wished to scavenge what sandwiches, little cakes, and salted nuts might be left after the ladies had partaken of refreshments. Certainly when my eye was wedged into the crack of the swinging door from the pantry, computing the

possible leftovers, I did not think that one day I would be addressing a woman's club. In that particular community, the club members would be as scornful today of occupying such a post as would have been then. This is because of a personal derision, I think, but because they prefer to do their own discussing.

The women's clubs of my mother's time were not unique. Their counterparts, or something like them, might have been found in nearly every town in America, though acquaintanceship with other parts of the country was, at the time which I speak, no wider than a crack in the pantry door. In the last few years, however, that long since passed through, I have been on lecture tours, for the part to women's clubs up and down and across the country. I found that most of them are as old as my mother's, but I have found also that through the years and the kind of program has been established. This is the program which I am a part, the program of the visiting speaker.

WOMEN'S clubs have become one of the most important factors in the world today. To visit an international meeting is to realize one had not been aware of it before, how club membership has changed all women into a pattern of international understanding. To any local meeting is to be amazed at the range of activities a civic club encompasses. A president holds a full-time executive job as exacting as that of a professional woman. There is an aspect of government, I venture to say, either local or national, which has not been influenced by the club. And yet it is, indeed, temerity on my part, that I would like to make a suggestion. I do not think the suggestion is born of nostalgia for cakes and salted nuts of my childhood. They may have seemed indelectable when they were obtained by a scooping, cleaning-up, both fists, but on the whole I am happy to relinquish the long liminary vigil at a pantry door, do not make the suggestion, furthermore, in order to do away with what has been one of the most enriching experiences I have ever had. If my suggestion were adopted generally, that is exactly what would happen. Therefore, in making a suggestion, I beg that if it should be adopted

ould be only in a very small way. I submit for your consideration:

That club members participate individually in their program. That they return to something of the utility in The Dante Class, or better, The Conversation Club.

There is, today, it seems to me, too much lecturing, and too little talking. Club members come to a meeting to hear about current events, decorating, books, theater, music, and they never say a word. From reading aloud, they need to read at all. They can be given a dramatic resumé.

AT THIS point I should like to reiterate my plea that the suggestion be adopted only a little. I would like for the world to do away with the lectured book talks or readings. The people who give them have increased immeasurably the interest in contemporary literature, and the range of reading. But I should like to see their audiences required to bring to the reading some knowledge of the books to be read and an agreement to participate in a discussion following the reading. This is a requirement of the "Great Books" courses, and these courses are spreading rapidly over the country. Therefore, there must be an interest behind the popularity in group participation. Without this participation, we achieve little more. I think, than the result of a system worked out by two women I overheard in the library one day.

"I'll tell you what, Stella," one of them said. "you read the guide book, and I'll look. That way we'll cover twice as much ground."

I know that one of the things that makes participation difficult is the size of the club audiences. Would it be possible to divide the audience into sections, each section, in rotation, to be the active one of the occasion? If it is a lecture, in question and answer period; if it is a book talk, let that section deal with its homework done, and only to join the discussion when the book digests have been given to the lecturer, for the benefit of the whole audience. A lecturer would have to cut down on his material, a book reviewer on the number of books covered, but I think the audience would carry away a sense of more personal stimulation. In short, I'd like to suggest that club life be brought once more to its proper home life, that it be changed to as easy and homelike an atmosphere as in the days of the Dante Club.

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tion on my part to say that I find lecturing a chore. I do not. I enjoy it. I know of no effort more rewarding than that of catching the interest and responsiveness of a group of people. But I would reel against the lectern in giddy pleasure if, in answer to my perfunctory postscript, "Has anyone any questions to ask?" a member of the audience would answer. "Yes. And I should like to discuss what you said about . . ."

I have not, in four years of lecturing had questions asked on more than four occasions, and I have never had more than two questions asked on any occasion. I might come to the conclusion, however slow my mental processes, that this low rating is because of a lack of interest in what I had been saying. I might, were it not for the fact that no lecturer with whom I have matched statistics holds a higher record. It must be, then, that American women's club audiences are cowed. They have become the best listeners in the world, quick to catch a point and respond to it, attentive, appreciative, polite under all circumstances, but they have lost the habit of speaking up.

Yet it is not characteristic of us Americans to take things sitting down. Furthermore, the American club woman on her feet is competent. I have heard her give committee reports. I even admired the brevity of a treasurer's announcement and its emphatic delivery, though its sequitur seemed to me a little wayward.

"Madame President," she said, "this month there is no treasurer's report because we have a deficit."

IN school and in college, courses in public speaking and in parliamentary procedure are among the most popular in the curriculum. Our mothers had no such preparation, but they rose to their feet in a club meeting and spoke out, with a passing nod to Robert's Rules of Order. Now the Chairman speaks for her committee, the committee members' voices are seldom heard, and those who belong to the club, but not to committees, are mute.

I am speaking only from the experience of a club visitor. Perhaps the meetings which I do not attend enjoy a wider participation. If that is so, then may I, Madame Chairman, amend my suggestion to read that at those club gatherings, heretofore monopolized by a visiting lecturer, the club membership be the partner of the lecturer—not the silent, but the vocal partner?

Respectfully submitted,

Emily Kimbrough



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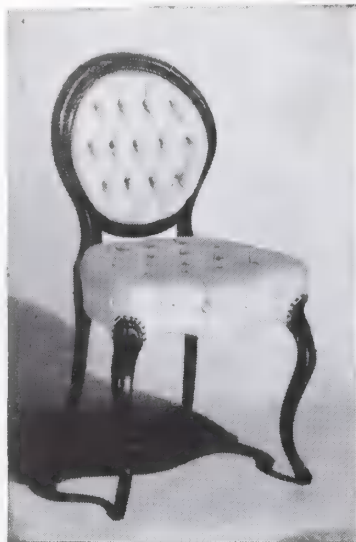
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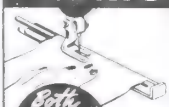
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The Man Behind The Hoe

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FAVORITE BEET. When a seedsman chooses a vegetable for his own use, you can be sure it has something extra in the way of quality. Long Season (Winter Keeper) is the favorite beet of Wilber Scott of Rochester, New York, who is not only a seedsman but a specialist in the breeding of garden beets. Based on his enthusiasm, I have already placed Long Season on my seed order.

MORALE BOOSTER. Even the smallest home greenhouse works wonders in boosting your winter morale. Now is a good time to look into plans and costs so you will have yours ready for use next fall.

BIBB LETTUCE. If you have a home greenhouse, try Bibb lettuce. Set your plants four inches apart each way. Then cut and eat alternate ones as soon as they begin to crowd and let the rest grow larger. The tender dark green leaves make a tossed salad fit for a king.

PORTABLE GARDEN. Use deep flats for growing lettuce and radishes indoors. Filled with a mixture of vermiculite and rich soil, they will be light enough to shift to whatever space you have available at the moment.

EXTRA EARLY TOMATOES. I've often sown tomatoes as early as mid-February indoors and after the usual period in small pots shifted the plants to six inches where they grew until setting out in May. Half a dozen plants take up very little room and with a hormone spray to make the early blossoms stick, you can beat your neighbor by a full month.

AVOID THE TROPICS. Although a greenhouse can be the last word in climate control, many owners have learned the hard way that "tropical" conditions may occur on bright days in late winter and early spring if ventilation is not provided. Through first-hand experience I've been sold on the automatic ventilating devices now available from greenhouse manufacturers. If you're away during the day, such a device is indispensable.

(Continued on next page)

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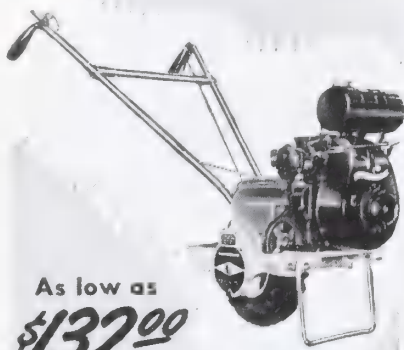
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THE MAN BEHIND THE HOE

CONTINUED FROM PRECEDING PAGE

ACHIEVEMENTS. This past year I saw some mighty fine vegetable gardens in my snoopings, particularly in the Midwest where rain was plentiful. In one vacant-lot garden in Milwaukee there was a row of Pascal celery that would have been the envy of many a commercial grower. I could see that it had been sprayed frequently to protect it from the leaf-spot disease.

In September a Monroe, Michigan, garden had some of the finest broccoli I've ever seen. With frequent cutting those plants should have produced into November.

LIVING SPACE. Overcrowding is a common mistake with most of us: six or eight cucumbers in a hill where two would be better; corn with little more than a square foot per plant where three are needed for good ears; carrots so thick none can make decent roots. Give your vegetables a chance to spread out and produce a crop you'll be proud of. Follow seed packet directions.

DWARF FRUIT TREES. Several people I know were disappointed with their dwarf apple trees because they grew larger than anticipated. My friend, Larry Southwick, who has written a book on dwarf fruit trees, tells me that some of the dwarfs are only semi-dwarf. The true dwarf rootstock is known as Malling IX. So, if you want pigmy trees, specify this when ordering as well as the variety you wish. Malling VII makes a slightly larger tree and has proved to be a better stock for some varieties, but it needs at least 15 feet each way, whereas Malling IX can get by on only 10 feet.

AVOID WIND DAMAGE. Support the trunks of dwarf apples and pears. Because of their shallow root system they are blown over easily, if unprotected. If your space is not too limited and this sounds like a lot of trouble, plant your favorite variety on a semi-dwarf stock instead.

CITRUS GROVE. A thicket of grapefruit seedlings makes a clever and attractive dish garden for one of our neighbors, the Hillard Smiths. They planted a number of seeds in good potting soil, and now after several months the plants are only six to eight inches tall. Citrus leaves have a healthy green color even with poor light.

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CARROT "FERNS." Ever plants also adapt themselves to house culture. Sweet potato vine is one of the most common and easy to grow. A carrot is another attractive houseplant. I saw one in the home of the Dowell Batens of Lansing, Michigan. Dowell planted a sprouting root in a tery flower pot. Its fern-like leaves soon spread out and remained attractive for several weeks.

—Keith C. Barro

A FINE HOUSE WITH GROWING CHILDREN

CONTINUED FROM PAGE 12

some time to get used to a house clean, so spacious, so full of shine and fresh air." She said, "After our other house, where used to get the feeling of wanting to push back the walls, of needing more breathing space, I could get rid of the idea that semi-darkness was after all natural to mankind and a certain amount of clutter a spiritual necessity. reality made short work of fantasies.

"Life in our house has taken a new dimension. In our conventional house, once we were in with the door shut, nature ceased to exist. Here, we are always aware of what is happening out of doors. The children find this particularly intriguing, and we ourselves I recaptured that feeling of intimacy a child has with the sun, the snow, and the water. We do seem to be missing so much, life seems longer.

"Our house has proved to husband and me there is a way to live. I polled the children on this. 'Do you like our house?' I asked. Louis said, 'I like it awful lot. I don't want to leave.' Susie said, 'I like it because it's new.' Steve said, 'I like it because you do, Mommy.' Betsy, youngest, tersest and frankest, said, 'I like it.'

"What more could I ask?"



IT DOESN'T HAVE TO BE A MASTERPIECE

CONTINUED FROM PAGE 60

even the diamond fluctuate in value. But any picture they buy has to be a masterpiece. If, with each purchase, they could receive a guarantee that it will be a gilt-edged investment bound eventually to increase in value, that would be lovely. The very least they ask is that it be negotiable currency at any time. They won't spend very much because, after all, art isn't really "necessary." But they've got to be certain that whatever they buy is recoverable. Since all this, obviously, is impossible, they wistfully regard the empty space on the wall and either do nothing or buy a reproduction. Well, reproductions are fine things to have. They can add a useful, decorative note to any room. But owning them is like buying a piece of furniture, or a rug, or new curtains. While to acquire an original painting or sculpture is not only to add something to one's home which is unique in the world, but is also to add a new dimension to one's life, to bring a new and unfailing interest into one's circle. Now surely we don't insist that

our friends shall be the elite, the glamorous, the famous of the world. We don't open our doors only to Harry Truman, Winston Churchill, and Greta Garbo. As a matter of fact, most of us wouldn't even be altogether comfortable with such distinguished guests around all the time. We much prefer the company of our old friends, lively and engaging, people whom we find both stimulating and relaxing. Yet our pictures, we insist, must be prima donnas.

ALL over America there are art galleries and museums—2,000 of them, in fact—which show agreeable and attractive paintings and sculptures by living American artists. Some of the artists are well known, and their prices reflect this fame. But while an oil by an artist of national standing may cost \$750 or \$1,000, a water color or gouache by the same man will very likely be available for \$150.

On the other hand, there are hundreds of good but lesser-known artists whose oils can be purchased for as little as \$200. They probably aren't advertising the fact.

(Continued on next page)

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Experience the thrill of growing exquisite Orchids in your home without a greenhouse or solarium, by following the simple cultural instructions furnished with each plant. Imagine the excitement and pleasure of wearing your own Orchid corsage, or seeing the exotic flowers blooming on the plant where their breathtaking beauty may be admired for three to four weeks. Lum's Orchid plants make intriguing and unusual gifts.

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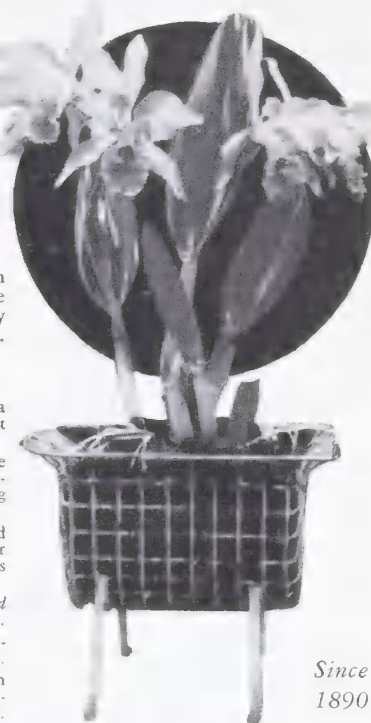
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Gardens

1950
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IT DOESN'T HAVE TO BE A MASTERPIECE

CONTINUED FROM PRECEDING PAGE

Artists usually hesitate to mark their pictures low because they are afraid, in a world where price is too often a gauge of value, that their reputations may suffer as a result. Consequently, if Artist A prices his picture at \$500, Artist B dares not publicly ask for less. Yet he's a young artist, or one whose reputation still carries no great market value. And he is constantly producing more pictures. He doesn't like the price fiction any more than the public does. Besides, if he has no national reputation, he probably has no dealer either, and that means he doesn't have to give one-third of the picture's price away as commission. More than anything he wants his pictures to get about, to hang on people's walls where they will not only convey the joy he felt in creating them, but also be his best advertisement. The chances are such painters will be delighted to sell you their work almost at your own figure. And you needn't feel for a minute, if the artist is unknown, that you're exploiting him.

But how will you know where to find such artists? The best thing to do is to watch for the annual group exhibitions of contemporary American art which are constantly turning up in museums all over the country. Washington, D. C., Philadelphia, Chicago, St. Louis, Pittsburgh, Detroit, and many other cities present them. Some are national exhibitions, especially assembled. Some concentrate on the work of local artists. Some are traveling shows which originate in New York and tour the country's museum circuit the way stock companies used to in the old days. Write your nearest museum and ask to be put on its mailing list for announcements of such exhibitions. Or write to the American



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Federation of Art. in Washington and ask where in your town near it you can expect to find such shows.

How will you know that what you find in them is good? The mere fact that a picture has been passed by a museum director or jury in almost every case guarantees some merit. After that, be guided by your own taste and pocketbook.

But what if there are no museums in your vicinity? Inquire of your local college or high school for head of its art department. He will know if there are artists in your community. He is probably a collector himself. Visit their studios and make your purchases there, at practically your own price.

And how will you be guided now, without a museum staff to fortify your judgment? Buy what pleases you, and don't be intimidated by anyone who ridicules your taste. You know nothing about art but know what you like. You are not a museum director or a collector with a public obligation. They must look for originality, power, and very often they find it in pictures which would be anything agreeable to live with. After many of the old masters in museums are pretty gruesome things. They are not, therefore, less valuable works of art. But they are certainly less desirable for that wall space over your sofa.

EXACTLY what is most desirable for that particular spot you probably not know yourself until you've experimented with several pictures. Dealers and artists are surprisingly co-operative in this respect. The swankiest galleries in New York will gladly send several pictures to a prospective buyer home and permit him not only to try them out for effect but even to keep them for several days, so you may be quite sure they're suitable. Many artists, you'll find, will gladly tote their pictures to your home and help you decide which is the best and where. Pictures, you are not just merchandise. And artists who sell a picture feel most as if they are letting out a child for adoption, and are anxious to see that it is treated properly and has a good home.

You'll find, too, that while stallment buying as such is something you never hear discussed in the art world, most galleries and artists are very pleased to sell pictures to people who cannot pay them at once. There are many galleries which will let you pay a month or even less toward

(Continued on page 150)



Indoor plants are fun when you have equipment like this. Watering pot and sub-irrigated plant tray are copper, so last for years. Pot in center is made of plastic. Glass wicking draws water from reservoir in base as needed by the plant.

Work-savers for gardeners

PHOTOGRAPHS BY GOTTSCHO-SCHLEISNER



Remembering plant names is hard for most of us. This machine presses name into aluminum tape, cut to any length needed and punched for attaching to plant. The rest of the family will borrow it to make tags for gift packages.

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IT DOESN'T HAVE TO BE A MASTERPIECE

CONTINUED FROM PAGE 148

cost of a picture. There is one collector in New York who has achieved considerable fame operating just this way. He is a counter-man in a local diner, and by setting aside \$10 of his weekly salary over several years toward the payment of pictures, he has been able to acquire an interesting collection of contemporary American art.

Buy slowly—a picture at a time. You wouldn't, after all, take on a new group of friends all at once. Pick and choose, and discard what proves itself with time to be unworthy. You haven't spent too much to begin with. And the picture, unlike a used sofa or an obsolete television set, is still in mint condition, ready for a gift, or even resale, to someone who may still enjoy it.

But know one thing. Once you've brought an original work of art into your home, you'll probably never be able to do without one.

WHY YOU FEEL HOT OR COLD

CONTINUED FROM PAGE 79

the heating power of your internal fire! This is the whole secret of climate control—indoors.

Now there are three different ways through which your house soaks up your heat. Most houses control only *one* way, leaving the others to chance. That's why so many houses are uncomfortable so much of the time.

If you want comfort, you must control all three ways. They are:

1. You must control the direct cooling (or heating) effect of the air.
2. You must control the heat-rays that come to your skin from warm things, and that go from your skin to cool things.
3. You must control the evaporation of moisture from your skin.

But we're getting the cart before the horse. Because there's no use in talking about your house and control for your body's comfort until you understand—*really understand*—about how your body regulates its own heating system.

Because this constant inside temperature of yours is so important, it is protected by a special thermostat in your brain. This thermostat is called a "Hypothalamus." It has two departments, one dealing with hot, and the other with cold and it takes continuous read-



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to brighten a shady nook
Free Catalogue
WAKE ROBIN FARM
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ings of your skin temperature, blood temperature, liver temperature (the liver is your hottest organ). When the house (or the outdoors, for that matter) tries to drain too much heat out of you, your Hypothalamus makes defensive measures to hold your animal heat in just a bit. The main result is that it makes your blood stay out of your feet, and out of the outer layer of your body in general. The effect of this can be described in several ways. You can say it keeps the blood from being cooled too much. You can say it keeps the blood from bringing body heat out to the skin where the cold can pick it off. You can say it converts the outer layer of your body into a sort of insulation. All three statements are really one and the same thing. It works, but it feels uncomfortable. And while your body is functioning beautifully to keep you warm, you say: "I am cold."

Your thermostat also tenses you up when it senses Cold. You are less relaxed than normally. You perk up. You don't keep sitting still in that chilly room. You get up, move about, start tidying things up. All this, even merely the perking up, means you do more work. You produce more heat. If all that is not enough and your deep-body temperature falls off maybe one degree, your thermostat makes you shiver. This works your muscles and makes you produce still more heat. If all that fails, and you still get cooler inside, you are in a bad way. If you are cooled down even to 90°, a hospital would have to treat you for exposure. If you are cooled down to 85°, you lose the power of speech and probably a thought. At 80°, you would be in a humped-up, rigid posture, cramp-like, and completely helpless. And if your deep body temperature ever reached 75° (still comfortable "room temperature!") you would be "irreversibly cooled." Your internal fire would be out. You would still be alive, but you could no longer be saved.

DISCOMFORT is clearly a warning signal. It is uncomfortable because it is not meant to be disregarded any more than the intelligent person disregards a pain. That's something to think about if you still have that notion so deeply educated into many of us that it is good for you to feel chilly once in a while. You might as well think that it is good for you to have a headache.

Now take a look at yourself when you get hot—that is, when you really do get hot and the de-

body temperature rises. If your body even warmed up to only 102° or so, you would be very sick. At 105°, you would be out, sprawled flat, your mind inactive, your body senseless. At 109°, you would die.

When you say, "I'm hot," you are only at your normal 98.6° or so, but you keep so cool only because your thermostat goes to work. It makes your heart pump more blood out to your feet and hands and into the outermost layer of your body where the outside world can pick it off. The outer layer of yourself changes from an insulating into a heat-conducting matter. But it feels uncomfortable. Your skin is hot, your face is red, your fingers swollen. If your skin gets too hot, a sprinkler system starts to wet it down by perspiration. Then the skin-surface itself actually gets quite cool, and cools the blood that flows out under it. You say: "I'm hot." In reality, your cooling system has gone into high gear.

You can now see what discomfort really is: It is different from Heat Stress" or "Cold Stress," which sets in when your insides actually get warmer or colder. This is a much milder thing, but happens all too frequently. You are uncomfortable when your nervous system is defending your "deep-body temperature" by special action: when your body has to work to kick the heat out, when it has to work to hold the heat in. The defense may be quite successful, but it feels bad, and is a drain on you. It costs you vitality, energy, health; it makes your work harder, makes your rest less restful.

A comfortable house doesn't subject you to this punishment, because it has enough cooling power even in hot weather to take your excess heat off you readily. In winter it must not have so much cooling power that it sucks more heat out of you than you want to give. Here you probably let out a snort: Cooling Power? All this is a high-alutin way of saying—the house should be nice and cool in summer, and nice and warm in winter. Well, I knew that to begin with."

How you drain off your heat

A house soaks up some of your excess heat through its air. You are very much like a hot egg dropped into cold water to cool off: The egg warms the water; the water cools the egg. You are the hot egg surrounded by cool air. The air around you is almost always colder than you are. Remember, you are 98.6° F. inside. Your skin, when you are comfortable, is

92°. When you feel very hot, your skin is perhaps 95°. So, even on a very hot summer afternoon the air still cools you. "Convection" is the fancy word for this. Once you understand that, the rest is obvious.

Each little batch of air that gets in contact with the skin becomes warm, and then moves away. There is always some slight air movement in a comfortable room. But even if there is none, the warmed air moves away because when it gets warmer it gets lighter. A person thus sets up a slight upward air-current which keeps him cool.

OBVIOUSLY, cold air soaks up your heat more quickly than warm air. Obviously, once it gets to be 90° F. in the shade, your air cooling is not very effective. Your internal fire then tends to overheat you—because it accumulates faster than you can shed it. Cold air cools you sharply. Obviously, moving air has more of a cooling effect than still air has. So, in summer, you run a fan or set up cross-ventilation, and in winter you complain of drafts. "Obviously"—because all this is so obvious, it makes people forget that there are other angles to "personal cooling," alias house-heating. Get the air warm enough (most people think), get the thermometer to show 73° (or whatever your idea is—the British like it at 65°), and you'll be okay. But it isn't so, as we shall see. That chilly north room of yours quite likely has an air temperature of 73°, maybe of 80°. But you still feel chilly because you are losing too much heat through other channels.

The second main channel of "personal cooling" is—well, the fancy word for it is "evaporation." The plain word is sweat. The fact is that the skin puts out, from within you, small amounts of water almost all the time. When you are comfortable, this is never liquid. It evaporates into the air as soon as it appears on the skin's surface. This evaporation cools you. You are (if you can bear the thought) very much like one of those water-bags they use in the desert—the water oozes through the fabric all the time, and the evaporation of that surface water keeps the inside water cool. When you are cold, this moistening of the skin stops. When you get hot, the skin becomes moister. The actual temperature at which this happens differs from person to person. Since dry air soaks moisture up more readily than damp air, therefore, dry air cools you more than damp air of

(Continued on next page)

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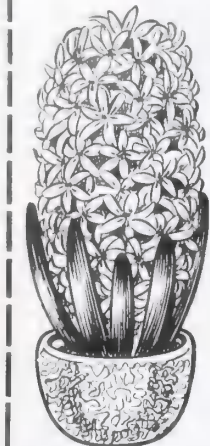
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WHY YOU FEEL HOT OR COLD

CONTINUED FROM PRECEDING PAGE

the same temperature. Moving air, of course, picks up more moisture than still air does. That is another reason why air-movement in a room has a strong effect on comfort. You can see why desert air feels so pleasant: It is hot, but its dryness gives it good cooling power and incidentally keeps your skin dry—each drop of perspiration is dried off as soon as it appears, and thus you are kept cool.

The house can interfere with this comfort-mechanism or can aid it. In summer, when your problem is how to get rid of your animal heat faster, you obviously want cross-ventilation. You want dry air. Unfortunately, summer air is often moist. One of the best ways to summer-condition a house is to dry its air. This is not easy to do, but we shall describe ways to do it. In winter, when your problem is to put a brake on the outflow of animal heat, you want moist air. Unfortunately, the usual heating systems tend to dry the air inside the house, so that it becomes like desert air, and every slight air-movement has all the cooling-power of a desert wind. At the same time, your heated room is likely to have drafts because it is heated. So the heating system often defeats its own purpose. This may be the trouble with that chilly room of yours. When you turn up the thermostat, you make the air still warmer, but you also make it still dryer, and you set up still stronger drafts.

ONE of the best ways to get winter comfort would be to moisten the air inside the house. This is again not easy to do—for reasons which we shall explain in a later article. But as an experiment, once you might try it. Next time you feel chilly, do not turn up the thermostat; get an electric hot-plate and boil a pot of water until the windows just begin to steam!

The third way you spill your excess animal heat is by rays. It may surprise you that you are capable of such a thing, but you are actually sending out infra-red rays to the walls, the windows, the floor, and the ceiling.

This is less familiar ground, and what these infra-red rays really are nobody really knows. But neither are they quite as mysterious as they sound. "Infra-red radiation" is just a fancy word for Heat-Rays. And you have always known that heat can move in rays. On a clear winter day the sun feels warm though the

air is cold. All the sun-heat, after all, comes to us by rays through the empty space. Your portable electric heater, with its metal reflector behind it, heats you by rays. When you first light a fire, the air in the room may still be quite cold, but you feel the heat rays strike you just the same, the moment the flames come up.

THE new thing to understand merely this: All things send out heat-rays. A thing does not have to be red-hot or white-hot. The cup of hot coffee sends out heat-rays, even the glass of ice-water sends out heat-rays, of a feeble sort. Only when a thing is 459° F. below, the "absolute zero" at which it contains no heat at all, does it stop sending out heat-rays. So, in a room (or outdoors) there is a continuous cross-fire of heat-rays. Everything sends heat-rays to everything else and receives heat-rays from everything else. The practical net effect of this criss-crossing of heat-rays is that the warmer thing always warms all the cooler things in its vicinity. The cooler thing, by accepting more heat rays than it sends, cools all the warmer things in its vicinity. Practically what this means is: You are a Radiant Heating Panel, heating your house—effectively or ineffectively on the outside weather.

In Radiant Heating and Radiant Cooling, these facts are used deliberately. If you surround a person with enough surfaces that absorb about the temperature of his own skin, then he cannot radiate his own excess animal heat. His internal fire then makes him feel warm. If you surround him with cool surfaces, they sort of soak up his heat-radiation readily, and he feels cool. We shall discuss formal Radiant Heating and Cooling in a later article. Just now look at the informal side of it: what you might call the Willy Nilly System of radiant heating and cooling.

In every room of every house, radiant cooling or radiant heating goes on whether you want it or not. Every wall, ceiling, floor, every window, every piece of furniture is a radiant heating or radiant cooling panel, simply by being there. And you, yourself, are a radiant heating panel too. Much comfort and discomfort in a house comes from that. Your north room, for example, may be so chilly simply because the wall is perhaps 65° F. and the window panes 5

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IN summer, you get the opposite kind of discomfort in many houses. The sun heats the walls to, say, 80°. In the course of the day. But then, in the evening, when the air may be fairly cool and the windows may let in a nice breeze, the heat radiation from your 92° skin to the 80° wall is too sluggish, so you can't get cool enough—even though the air is cool.

These three channels of personal cooling—Convection, Evaporation, and Radiation—are not all the doctor would list for you. He would mention "respiration." The air you breathe cools you inside. He would list "conduction." Heat flows directly from you into the cold stone floor. Your dog seeks cooling by conduction when he digs himself into your flower bed in summer. And there are such cooling means as long, cool drinks. But as concerns the design of houses, practically the whole story lies in this: How cool is your air? How dry is it? How cool are your walls, floors, and ceiling?

"Well," you ask, "how warm should the air be, or how cool? What is the proper temperature for walls? How moist should air be in a house?" The answer is one of those annoying ones that science often gives: "It all depends." How warm your walls *should be* depends on wall temperature; and so on. Remember, the comfortable house has just enough cooling power to take up your waste heat; no more, no less. Through which of the three channels the heat flows is indeed important. But it is even more important that all three cooling channels together carry off enough heat, and not too much—the first condition of comfort.

It has been proved by some startling experiments. People have sat in experimental chambers in air of 140° F.; but they were not even sweating, simply because the walls of the chamber were extremely cold. People have sat in air so cold they could see their breath, but they didn't even shiver; the walls were warm. You really know this from personal experience outside of laboratories. In the desert, the air is hot and the sun is hot; but the air is dry, and so the wind has great cooling power. You like it. Or take those pictures of girls sitting in bathing suits. Or people

sunning at Sun Valley with snow everywhere. They are not just an advertising stunt. The air is cold, but the sunshine is hot, and its effect is increased by reflection back from the snow. For the house, the idea is this: the colder the air, the warmer must be the walls. Again, the warmer the wall, the colder may be the air. Again, the drier the air in the house, the warmer must be the walls and the air; and so on (round and round). Total cooling is what counts, first of all. This is the big WHY in house insulating.

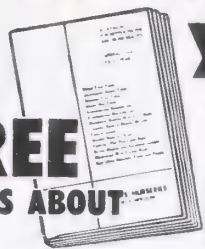
Much discomfort in our houses comes from neglect of this simple formula; much family argument, too. Your thermostat is set for 73°. "That's hot enough," says whoever has the say. But maybe it isn't. Maybe your walls are only 63°; maybe it is a corner room with two cold walls. So your air temperature would have to be 83° in order to make up for the cooling power of the cold walls. Or perhaps the air is very dry, and your radiators set up a rather brisk air-movement. To make up for the extra cooling power of these little desert breezes, your air would have to be warmer than it is, or you would need radiant heat from your walls. You can see—a thermometer doesn't necessarily mean an awful lot. It tells only one-third of the story. A temperature that is cool one day, may be hot the next (when the sun is shining and heating the walls).

ENGINEERS talk about the "operative temperature" of a room. They mean the half-way mark between air temperature on the one hand, wall, ceiling, and floor temperature on the other hand. It is this "operative temperature" that counts for comfort in rooms, plus, of course, the humidity. If you want an operative temperature of 73° F. (that's about what you would want with ordinary humidity, dressed in ordinary clothes, and spending an uneventful evening at home), then with two outside walls at 65° and two inside walls, floor, and ceiling at about 70°, you probably would need an air temperature of 77½°. These little differences may seem picayune, but they are not. The body is extremely sensitive to Operative Temperature. Every degree counts. As a matter of fact, our account here, for the sake of clearness, still exaggerates a bit. The real differences between comfort and discomfort are still smaller.

Another typical case is the hot, muggy day. The thermometer shows
(Continued on next page)

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WHY YOU FEEL HOT OR COLD

CONTINUED FROM PRECEDING PAGE

only 82°. You think: "I shouldn't be so lazy, it isn't that hot." But, you forget that the walls also are perhaps 80° and have almost no cooling power. Comfort-wise, it is a scorcher. With all three of your cooling channels almost blocked, you *should be lazy*.

And don't forget the other half of the formula: your own half. Everybody's heat production isn't the same. A child about ten has more heat to shed (in proportion to his size) than any other age. He needs a cooler room. Old people need less cooling—in plain English, warmer rooms. Women need less cooling than men, quite apart from lighter clothing. Any one person's heat production depends on what he is doing. Desk work produces less heat than housework. It never makes sense to say the house is too cold. But nobody can give you an argument if you say: "It's too cold for me."

The idea is simple—drain off all the animal heat a fellow has to spare, but drain off no more. To put it to use is not so simple. It is obvious that these laboratory situations with very cold or very warm walls would be neither practical nor pleasant in a real house, even if the "subject" does neither sweat nor shiver. Actually, the comfort doctors and engineers have advanced quite a bit beyond this basic idea.

THEY say that in the long run it does make a difference what cooling scheme your house has. The indoor climate affects your well-being just as the outdoor climate does. Outdoors, some climates are more invigorating than others. Different people thrive differently in different climates. But one of the main differences between climates is the exact way in which they soak up your body heat. What is true outdoors is also true indoors.

The happiest scheme, the doctors say, is to have cool air and warm walls—not in any extreme way, but just a few degrees difference.

Now, we are talking about heating schemes, not heating systems—about the results you want, not the means by which you get them. There are, generally speaking, four ways to bring heat into a room: steam, hot water, warmed air, electricity. We do not mean that steam is better than warm

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air, electric heat better than hot water. Any of them can be used to heat the walls, floors, and ceiling of your room—and so, by radiation, heat you. What the comfort doctors say is simply—we ought to put more emphasis on controlling all three ways we lose body heat. We ought to do more about controlling our radiant-heat loss and evaporative-heat loss.

THERE is a whole list of reasons for this. **First:** It gives you what you might call "action-cooling." If one person sits still while another person works, the worker needs additional cooling to pick off his additional heat output. Under the cool-air-warm-wall scheme, he gets it. As he moves about, he stirs the air around himself, and the additional air-movement is sufficiently cooling because the air is so cool.

Second: The cool air picks he off you in places which cannot radiate heat to a cool wall. For example, from the sides of your body, when your arms shield against radiation. Most important from inside your nasal passages and your lungs. The contact of the cool air with you everywhere, including deep inside, keeps you more alert than contact with warmer air would; you feel more alive.

Third: The cool-air-warm-wall scheme produces fewer drafts than the opposite scheme does. You know that only too well. Most of our houses work all winter by the opposite scheme, and drafts are the biggest single source of discomfort. The hotter you heat the air in a room, the more eager it does it try to escape through cracks in the walls and ceiling. For each bit of hot air that seeps out through one crack, another bit of cold air seeps in through another crack. So you get drafts. (Besides, you spend your money heating the outdoors.) Even if the walls and windows were air-tight, a cool wall would still set up a draft in a room filled with warm air. It cools the air and makes it down-flow. At the same time, the radiator warms the air and makes it up-flow. In between, all through the room, there are cross-flows which you feel as drafts. And the more you heat the air, the more you dry it. Hence, the drafts created under the warm-air-cool-wall scheme are extra chilling! With the cool-air-warm-wall scheme, you heat the air less, hence dry it less. Hence, even if you do get drafts, they are less annoying.

Fourth: The warm-wall-cool-wall scheme stops what you might call

"fake drafts:" the one-sided radiation cooling that is a nasty result of cold walls. As you sit still in a room, one side of you radiates heat toward the cool, outside wall. The side which is turned toward the warm, inside wall, radiates much less. As a result, one side stays warm; the other gets cold. This feels like a draft. Perhaps you turn up the thermostat more, trying to get comfortable. First thing you know, you feel hot, you are perspiring slightly—but you still have that annoying cold ear or a cold arm.

Fifth: The warm-wall-cool-air scheme softens, in winter, the shock of going outdoors. This shock is bad: It kills many old people each year. As the body senses the attack of the cold, the blood circulation is suddenly re-arranged in the defensive, hold-the-heat-in pattern. That is a great strain on the heart, not good even for younger people. Now when you walk in or out of doors, the thing that the body feels most and feels most quickly is the air temperature: because your walking makes the air move over your skin more, just as a wind would. Hence, when you come out of an equally warm-feeling, warm-wall-cool-air house, the contrast is less.

Here we suddenly run into a new comfort requirement. So far we have seen that

1. the total cooling power of your house must be just right.

2. the house should cool you by its air more than by its walls.

Now comes 3: The house must keep you in fit condition to meet the outdoor weather without a shock. Now, in winter there is no conflict here. Cool air in the house does it, and cool air is what we want anyway. In summer, unfortunately, there is a conflict. In-

doors, we would want cool air and warm walls. But the outdoor air is hot. So, reluctantly, as it were, the doctors turn their winter recommendations around for summer and recommend cool walls with slightly warmer air. To give this warmer air enough cooling power they would say—keep it dry.

New perspectives of comfort keep opening up as the doctors look deeper into this new field.

HOUSE BEAUTIFUL will keep reporting to you on the new discoveries as they are made.

Here now we have arrived at the frontier of this field—things we don't know yet, but only suspect. Perhaps a man needs one "personal cooling" scheme—alias heating arrangement—in order to relax after a tense day at the office. Perhaps his wife needs a different scheme during most of the day. Perhaps children need still another scheme while doing homework.

YOU can now see: The comfortable house must control not only the total "personal cooling" of its occupants. It must control each of the three main cooling channels separately. Beyond that, it must control the indoor climate in even finer degrees, in ways we have just begun to understand. This would be easy to do if you could have a house full of machinery—air heaters and coolers, air dryers and moisteners, a separate heater for each wall and floor, forced-draft ventilators, radiation-reflectors, plus a staff of engineers to run the works. In our houses we have to do it by simple means, by proper design and good headwork more than by elaborate machinery and expenditure. This is a large order, but it can be done. The time has come to make use of what we know.

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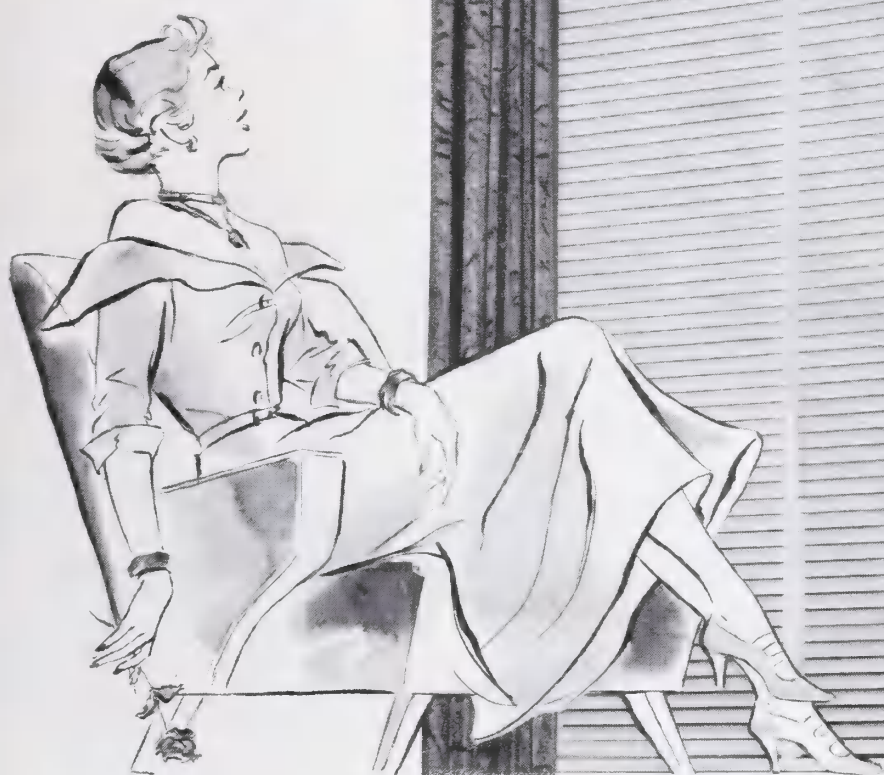
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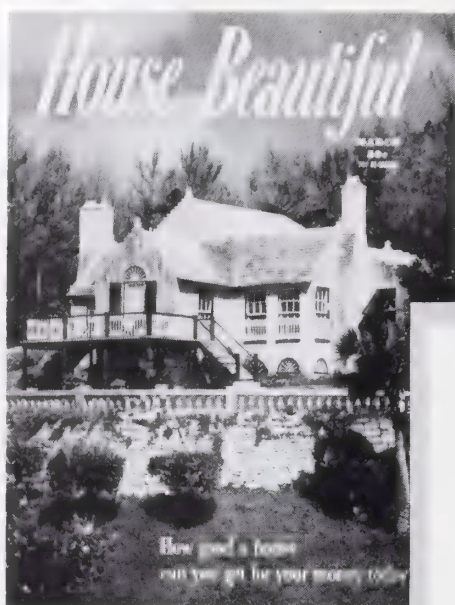
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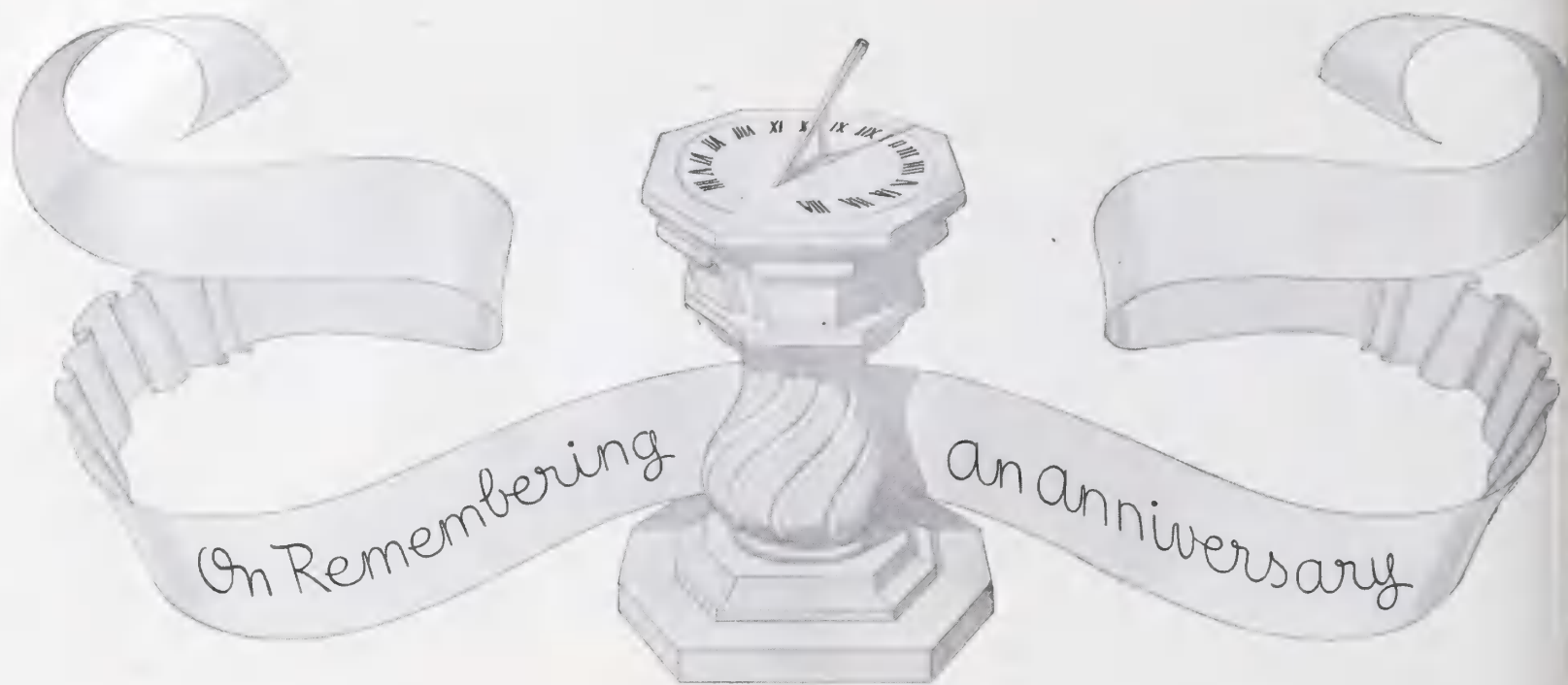
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Your note to Jim and me on our wedding anniversary was a joy to receive and a pleasure to read. Somewhat showered as we were with cards, the letters we got (and especially yours) made us feel that we had been singled out and honored by the individual expression of fond hopes and good wishes.

Of course, with you, the writing of a letter is a natural exercise of your wit and wisdom; very like breathing, or so it would seem. I imagine words run off the point of your pen at a gallop and always in a pattern that is pleasing and distinctive in style.

Jim gave me a gorgeous box of Crane's, for the first anniversary, as you know, is "paper," so I am all set to match letter for letter with you and to be the gainer every time you write.

Best love from us and renewed thanks
for all your kind thought.

Marie

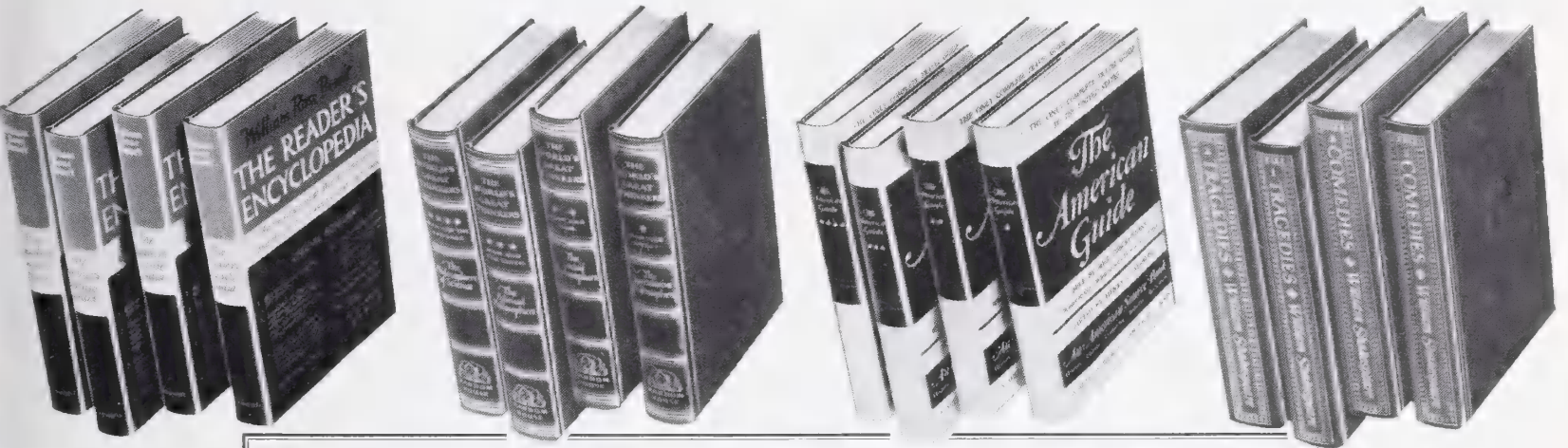
Nothing ever takes the place of a letter—a well-written letter on fine paper—in remembering anniversaries and occasions; nothing more pleasing to mark special events than a gift of Crane's. Leading stationers, jewelers, and fine stores are our representatives and they will gladly die-stamp and engrave Crane's for you, counsel you in the correct forms for wedding invitations and in assembling the complete trousseau for the bride.



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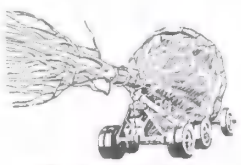
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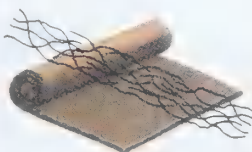
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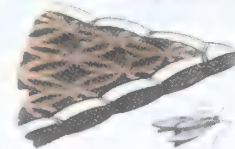
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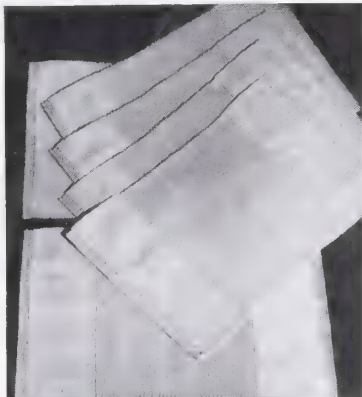
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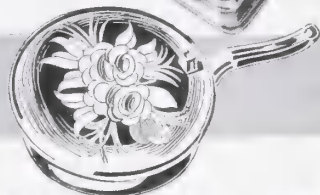
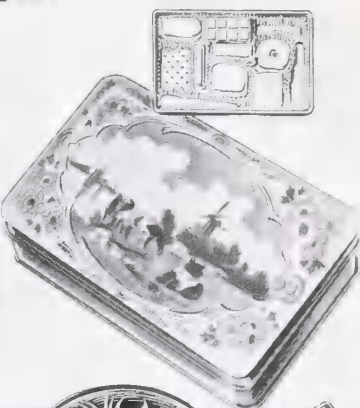


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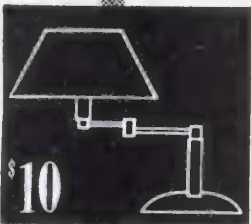
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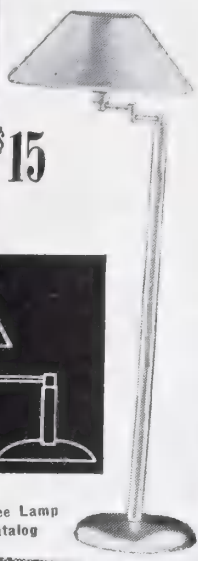
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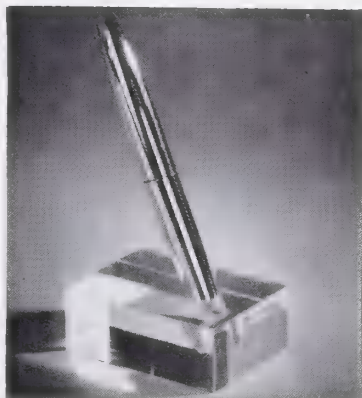
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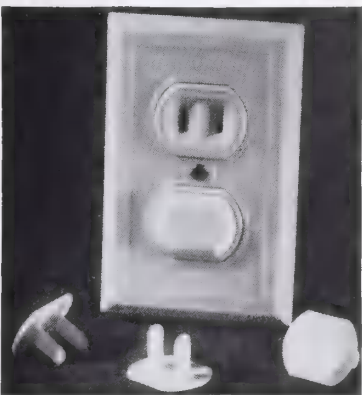
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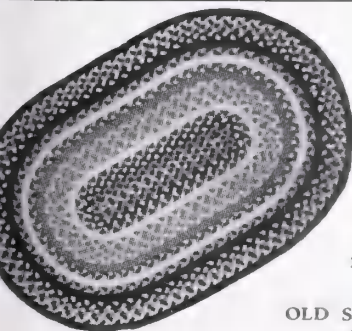
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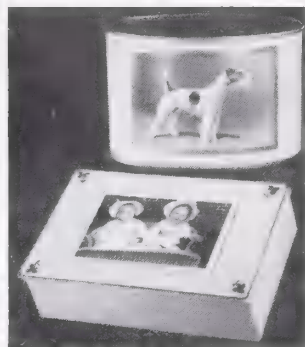
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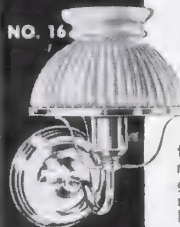
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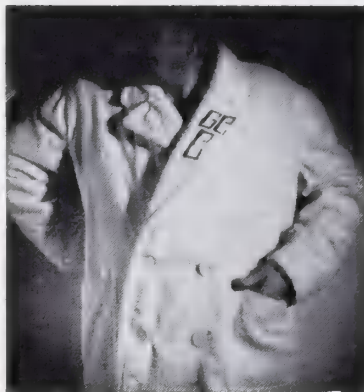
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Shopping



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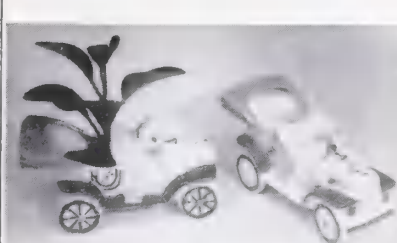


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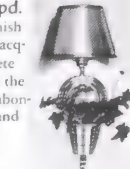
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... and to charm a bride or anyone who cares about their home, give this American pewter coffee set, designed exclusively for us.

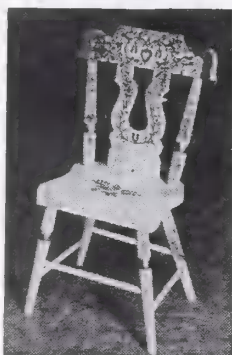
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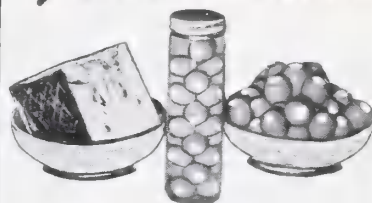
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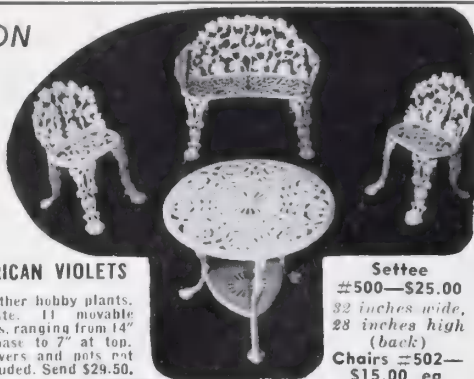
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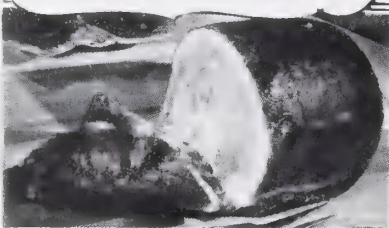
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(Continued on page 21)

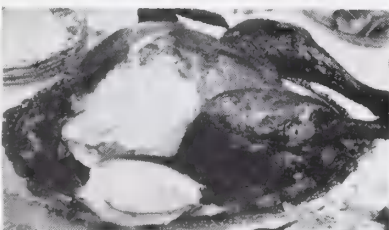
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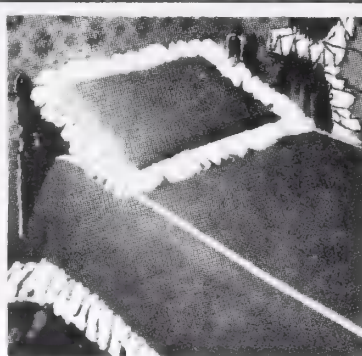
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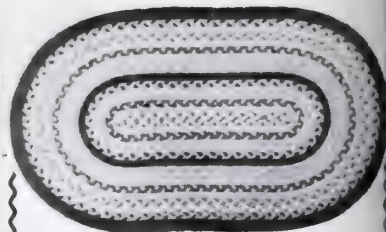
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Window Shopping

CONTINUED FROM PAGE 16

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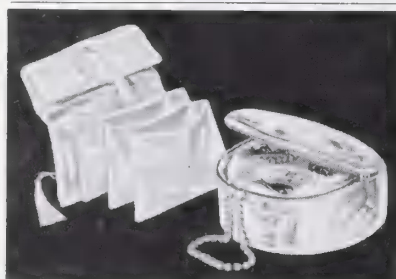
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The circle case holds precious jewels in true magnificence. Velvet-lined with gold tone zipper, little pockets and padded velvet cushion for pins, \$3. The matching 3-pocket hosiery case holds 6 pairs, \$2. To complete the series—a matching 2-pocket glove case, \$2.50, hankie case, \$1.25 and a pair of sachet dress hangers, \$1.25. All in emerald green, wine, gold or pink. Charming Easter gifts. Please include second color choice and 15¢ for postage.

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A "must" for all pie bakers!
**NEW NON-OVERFLOW
 PIE PANS**

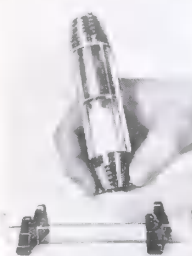
No more messy ovens, no more burnt fingers or broken pie crusts with this marvelous pie pan. Its deep all around groove catches juices that bubble over, keeps oven clean. Easier to handle when hot, with fingertip grip on outer rim. Makes perfect pie shells on the back without crust touching oven or racks. Of special alloy aluminum, bakes standard 9-inch pie.

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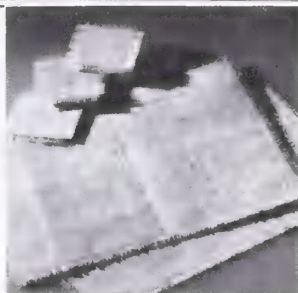


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Window



HICKING POST and Hittin' Post Ash trays warn the would-be tippler that for every good fellow there's a good woman. The rolling pin. Both ash trays, tipsy gentleman and wrathful wife, are hand-painted in colors on heavy iron, and stand 5" high. \$1.50 each, or \$2.99 the pair. ppd. Novelty Studio Hellam 1, Pa.



BEE IN YOUR BONNET
 Put it there deliberately, as with a sophisticated sense of chic. Put the matching pin on the collar of a white blouse, your new spring hand bag, the back of your spanking white gloves. Atop the beehive on your lapel. Set of 3 rhinestone-studded pins \$3.50. Matching earrings, \$2.99. Tax and post. incl. Katharine Ward, Pleasantville, N. Y.



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by Lightolier in an ele-
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the gold-plated pencil
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comes in brown, green, or
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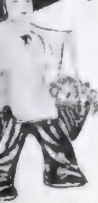
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Add Oriental charm to
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A Bedtime Story Fashion in soft white
crinkle crepe with a pert little lady
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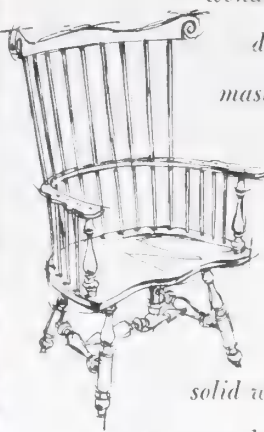
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Welcome, handsome assets for cocktail and buffet tables.

SNACK JAR keeps a whole package of potato chips, crackers, popcorn, etc., crisp for months \$4.00

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Cum Laude Lu \$2.50 hgt. 22"

Pigtail Abigail \$4.95 hgt. 30"

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Window



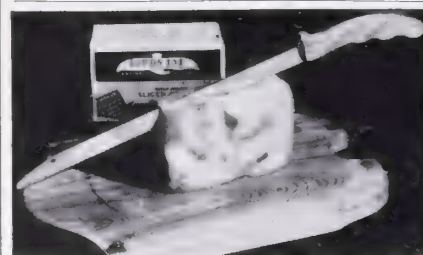
CHOCOLATE JOKERS. A baby spoon, fork, and knife wrapped in silver foil, look like real utensils, and they'd be a delicious surprise to set before a young April fool prankster. Gift box of 3 is 50¢. The smoker's set, fun for small toughies, consists of 2 pipes, a cigar, and 2 cigarettes—all chocolate, also 50¢. Postpaid from A. L. Roth 2627 Boardwalk, Atlantic City, New Jersey.



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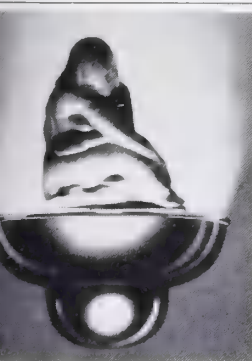
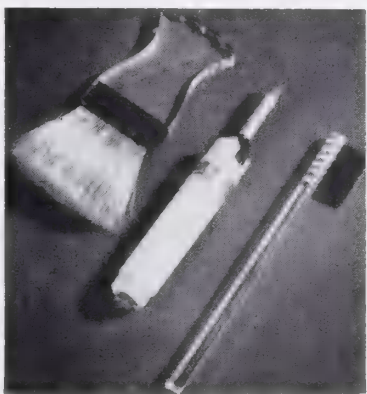
Hopping



P GOES THE CIGARETTE. There's something luxurious about owning 100 cigarette holders, each of them stamped with your name or monogram, and all of them ejectors, so each cigarette butt is released easily and automatically. Paper or plastic quill, in white, peach, mauve, royal blue, or black. Stamped with gold. Box of 100. \$5 plus 25¢ post. Alfred Orlik, 150 Fifth Ave., New York 19.

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From within this striking modern wall bracket, soft rays from a semi-circular fluorescent tube highlight your favorite objects of art or leafy plants, and provide intimate illumination for your room. Fluorescent light promotes plant growth yet is a cold light that can't harm the most delicate wood carving (like the Prima Vera shown). Bracket is hand-spun of brass, polished to a high luster, lacquered for a rich, lasting finish. Dimensions: 14" wide, 7 1/4" high, extends 7" from wall. Per pair, \$135.00, shipping charges prepaid. No C.O.D.'s.

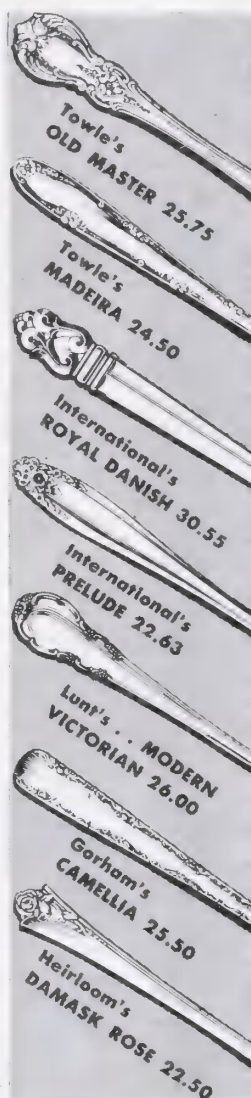
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Signs of the Zodiac (imaginary belt in heavens—paths of Moon, Stars, Sun).

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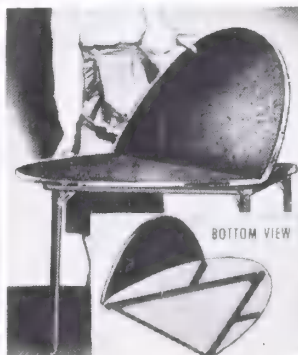


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Perfect for buffet suppers, cocktail tables, television seats, etc. Hand-made with hardwood legs securely wedged into thick pine plank tops. Largest bench is 30" long, 18" high. All tops 11 1/2" wide. Hand-rubbed finish in dark mellow pine or lighter honey maple color. Per set of three—\$23.50 express prepaid.

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A decidedly different coffee table—not available elsewhere. Smooth, lustrous finish of DuPont Dulux, which resists the weather, cigarette burns, alcohol and rough treatment by small fry. Sturdy, everlasting construction. Spacious 18"x32" antique hand finished top. Especially suitable for living room, recreation room, porch or patio. Natural color knotty pine throughout. Easy to keep polished. An ideal, lasting gift. Also available in maple finish if you prefer. Immediate Delivery \$12.95 postpaid. Specify Maple or Knotty Pine finish. Send check, money order, or order COD plus postage. Matching end tables 23" high with 11 1/2"x24" top, \$10.95 each, or 2 for \$19.95 postpaid. Satisfaction guaranteed of course.

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Yakity Yak

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Here's a sure way to get a word in edgewise when you're with over-talkative friends. Wind up these life-sized teeth that go, "yak, yak, yak." Realistic jaw movement and sound effects! Made of colored plastic with strong spring motor. Yakity Yak chews up bores and gossipers. No. R3365.



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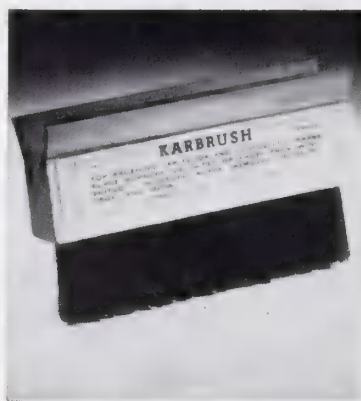
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Window



COOL AS EMERALDS and pretty as Ireland on a fine spring morning, this is the glassware that will bring enormous style to any table setting. Green as shamrock, Libbey's Emerald Glass comes in 3 sizes: 14-oz. iced tea, 10-oz. beverage, and 6-oz. juice. With heavy bases and guaranteed rims, a set of 24, 8 of each size, is \$4.50 ppd. Joywood Co., 3600 Boardwalk, Wildwood, N. J.



KARBRUSH is the new wonder tool that should be in the glove compartment of every car. The stiff black bristles are fine for brushing dust and dirt from floor and upholstery. Then, one edge of the handle is a heavy brass blade for de-icing your windshield. The other edge is a rubber squeegee blade for removing window condensation. \$1 ppd. Coronado Mfg. Co., Lindeke Bldg., St. Paul 1, Minn.



CANASTA SCORE PADS personalized with your full name, family name, or any two first names, make a hostess gift without equal. Four pads of fifty sheets each have spiral plastic binding, and the names are printed in blue. Handsomely gift-boxed, the price is \$1.98 postpaid. No stamps, please. Allow 3 weeks for delivery, and order them from Hall Galleries, Albert Steigen Co., Springfield, Mass.

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Birthday parties mean so much to kiddies—and it's up to you to make those youngsters' get-togethers successful. However, there is no longer any necessity for you to compile long lists of what will be needed, or rush from store to store, confused and annoyed with an ever-increasing arm load of paraphernalia. Everything children need for a festive afternoon is included in this money-saving Birthday Party Kit, 6 cups, 6 hats, 6 nut baskets, 6 party plates, 6 napkins, 6 balloons, 5 invitations, 1 Donkey game with 1 prize for the winner, and 1 54 x 90 inch colorful, dispensable table cloth. In three sizes: (Postpaid)

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Kit for twelve (86 pieces) \$3.98
Sorry, No C.O.D.'s—Send for gift catalog

Fineline Company

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Shopping



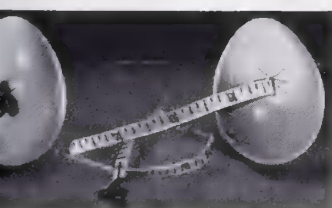
M BREAKER. Today it is the most spectacularly hand-made umbrella stand we've seen. Before its reincarnation, it was used to issue grog to all sailors in the Royal Navy. Made of antique oak, it is recoopered, decorated with the royal crest in brass, and encircled with brass bands. 10½" x 12½" x 23" high. Shipping charges collect. Crane House, New Marlboro, Mass. Great Barrington, Mass.



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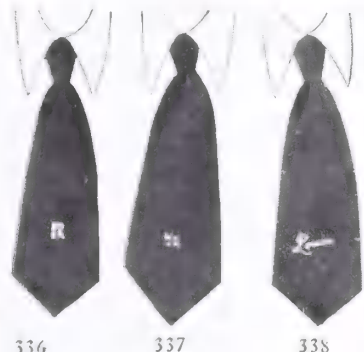
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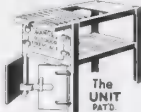
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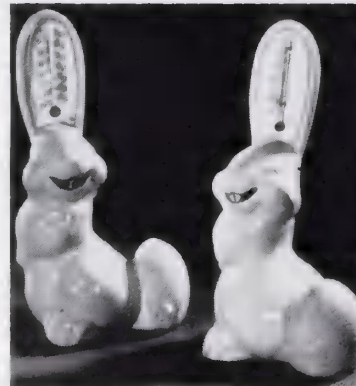
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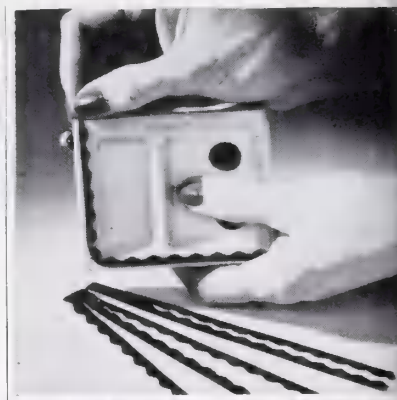
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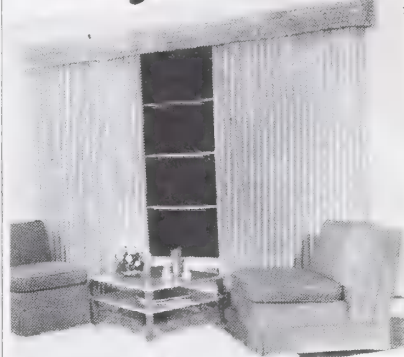
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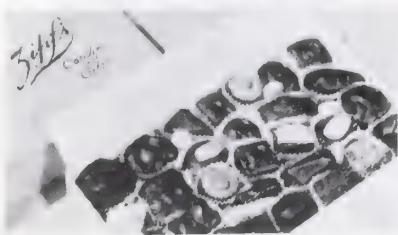
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NICRO

STAINLESS STEEL ELECTRIC VACUUM COFFEE MAKER

Fair Trade Price

\$17.95

LESS 40%

(\$7.18)

YOUR PRICE

\$10.77
PREPAID

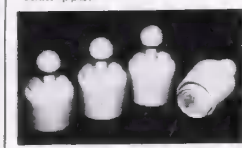
Send for 128 page catalog

8 Cup Electric Vacuum Coffee Maker. Complete with stainless steel filter. Bakelite Handle, attached stainless steel cover, electric cord and plastic table pads. Underwriters Approved. Fully Guaranteed.

ROGERS APPLIANCES
126 E. 16th St., Dept. H, New York 3, N. Y.



PEPPER MILL-SALT SHAKER SETS
FRESHLY GROUND PEPPER from \$3.60 set. A fine mill is as important to your meal as the salt that goes with it. Each mill or shaker 3½" high, turned from solid piece of hardwood. Chromium plated tops. Mills have hard steel works, set screw for adjusting grind. Vase type finished in maple, barrel type in walnut. 2 oz. pkg. of peppercorns with each set. (Pepper mills available separately, \$1.60 each ppd.)



Wooden BUTTER MOLDS
\$1 per pair

SHAPED LIKE TINY CHURNS they're fun to operate and the pats they turn out do add the party look. Fine for shower gifts. Two flower prints with simple directions. \$1 ppd.

No C.O.D.'s please.

Bayden Bashe

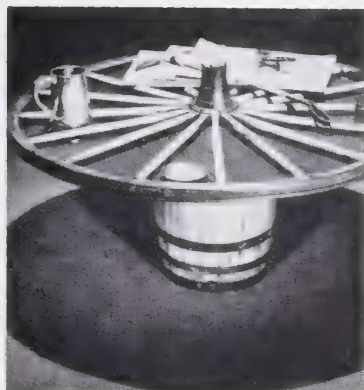
Box 1162 Dept. 6G Oklahoma City, Okla.

Shopping



ARGINIA HUNT TABLE.

atmosphere is important to you, you'll love this revolving coffee table. An old rustic buggy wheel turns on an oak whiskey barrel, and the top is Honduras mahogany plywood that is alcohol-resistant. A superb giant by Susan at cocktail time, and the hub with cigarettes or flowers! 14" high. 36" wide, \$50 exp. coll. Peter Bance, 18 W. Grace St., Richmond, Va.



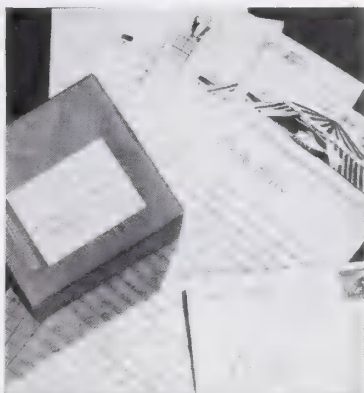
MUSICAL BUNNY BASKET.

The Easter Rabbit won't get the child who woos him in music, provides a pair of rattles to keep him company, flatters him with a darling net-fence basket to hold his presents, Swiss music box basket yellow, measures 9 1/4" x 7 1/2" x 7", \$7. Add 25¢ W. of Miss. C.O.D.'s, Helfred Novelties, 13 Bergen St., Westwood, N. J.



THE MAGIC HELLO-PTER

is an animated helicopter who is a whiz at writing best letters for which a child is heckled the postman. He writes about his adventures, and this series of 10 weekly letters includes a surprise package. For \$4 to 9. \$2.95. Send child's name, age, address; donor's name and relation. Small Fryer Club, Box 2310-HB, Hollywood 28, Calif.



SILVERWARE Repaired and Replated



Gold-Silver-Chromium

Silverware repaired and replated like new. Antiques restored. Write for price list or ship to us for estimate. If estimate quoted is unsatisfactory we will return prepaid. Prices reasonable. All work guaranteed. Backed by our 59 years experience.

References
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and
DUN & BRADSTREET

Largest and Oldest in the South
SIMMONS PLATING WORKS
219-223 Pryor St., S. W., Atlanta, Ga.

ELECTRIC MIXER TO WAX, POLISH, SAND

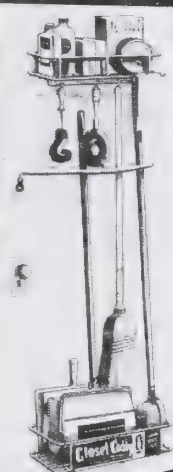
with new slip-on TOOLZON. No time, effort! Let your kitchen mixer wax furniture, floors, auto; polish metal, glass, brass; sand wood, metal,amics! Just slip on Toolzon (fits any mixer or money back). Zip—tedious work done! Includes lamb's wool buffer, sanding discs, and all attachments. Thousands in use! Postpaid.

TOOLZON for kitchen mixer or workshop drill **\$3.00**

Extra wool buffer \$1.00
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265H • WALNUT CREEK, CALIFORNIA

END CLOSET CLUTTER WITH CLOSET CADDY



MAKES THE BACK OF ANY DOOR A STOREROOM!

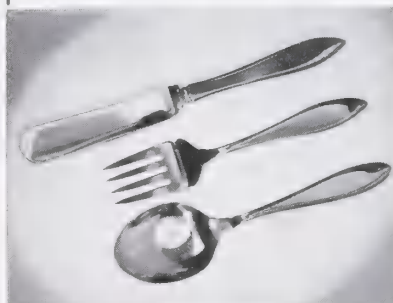
Organize your closet with handy new "Clean-Up Caddy"—another Closet Caddy convenience! Top tray holds your soaps, cleansers, polishes. Bottom tray holds sweeper, dust pan, etc. Handy bars hold broom, dust cloths, towels, brushes. A place for everything! Durable, rust-proof metal—installed in a jiffy. You'll love it! Only **\$2.95**

Add 25¢ for postage. Satisfaction Guaranteed.

BLOCK COMPANY

200-B N. JEFFERSON STREET
CHICAGO 5, ILLINOIS

golden-hued gift THAT BABY CAN'T BEAT UP!



Dirilyte Baby Set

Baby spoon, fork and knife made \$5 of Dirilyte, the beautiful solid metal alloy that's the color of gold, and much harder! Solid, not plated—a precious gift! So resistant to hard usage that it will still be treasured when baby's big! Postpaid in U.S.A. Add 3% tax in Calif. Isabell Golsan, 1820 Diamond Ave., South Pasadena, Cal.



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with Secret Drawers

Decorator Styled by Famous Designer

Acclaimed by decorators as one of the outstanding creations of the season, this solid oak lamp will be shown singly and in pairs by stores that handle the more expensive lines of home furnishings. Yet if you order direct by mail, you can save \$15.00 each or \$32.00 a pair on the regular retail price. Finished in Natural Blonde Oak, Chinese Red, or Ebony with shade of sensational new washable polyplastic in matching design. Height, 36 inches overall. Three-way switch. Solid brass fixtures. Well-weighted felted base. Drawers in front and back are carefully fitted to blend into design so that they are actually hidden when closed. You must be pleased with your purchase or you may return it within ten days for full refund.

Shipped express prepaid on receipt of check or money order, or

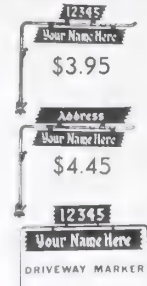
Send No Money!
We will ship express C.O.D.

\$49.75 single
\$97.50 the pair

BRADY LAMP COMPANY

P.O. BOX 3940

CHICAGO 54, ILLINOIS



\$4.95 shown
\$3.95 without number plate

DAY OR NIGHT CLAMP-ON NAMEPLATES

- CLAMPS ON YOUR MAIL BOX IN 10 SECONDS!
- NO TOOLS NEEDED — NO HOLES TO DRILL!
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- YOUR NAME BEAUTIFULLY HAND LETTERED, on both sides—and processed for night reflection.

Order today — Add .25¢ for shipping.

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Send for free folder on animals



Add \$1.00 for plate to fit large parcel post box. Pat. Pend.

TERRY-GATE

An adjustable baby gate that is not permanently attached but can be moved instantly from one doorway to another. Held tightly in place by rubber-covered clamps that grip doorcasings up to 7". "NO SECTION CUPS"

Has no crisscross slats to pinch little fingers or give toe hold for climbing over. Fits doorways from 26" to 37" wide. Height 25"

Beautiful natural finish **\$4.95** post

White, pink or blue **\$1.00** more

TERRY MFG. CO.

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Beautiful Imported Canister of Famous Jewel Tea



We
searched
the wide
world
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For Bridge Prizes... Gifts ... For Your Tea Table

In England we found this beautiful, heirloom quality, hinged-cover Tea Canister, made of fine aluminum and beautifully decorated in porcelain-like translucent metal lithography. Dull gold pattern on rich cream background, with dainty figures in full color. Measures 5½" high, 4½" wide, filled with 60 tea bags of famous extra fancy Jewel blend of India and Ceylon black teas. Only \$2.00 postpaid in U.S.A. Money back guarantee of satisfaction.

TRULY DISTINCTIVE

Order today... for your own tea table... for bridge prizes... gifts. Enclose check or money order and mail to Jewel Tea Co., Inc., 211 Jewel Park, Barrington, Illinois.

Tea and Coffee Merchants
for over 50 years



New ONYX BASED SHIMMERING SHOWERS

The luminous clarity of these electrified shower lamps will lend a note of grace and brilliance to your room. Timeless in form... modern in execution... each sparkling lamp displays 27 cool, star-like glass crystal pendants cascading over a 3½" square of genuine onyx. Heavy gold plated open work base. Ideal for the credenza, console, table, etc. Complete with bulbs. Overall height 17".

\$19.85 the pair, postpaid

MARK STIER Dept. B-3
277 E. Fordham Road, New York 58, N. Y.

You'll Love This!



Blouse-Skirt- and-Slack Tender

As new as anything can be—keeps your blouse inside your skirt. It won't let the skirt turn or "walk around"—and for sport wear (blouses and slacks) it's worth its weight in gold.

Construction is such that it does all these things perfectly. You can reach—dance—hang by your hands—bowl—play golf, etc., and your blouse stays put.



PLUS FEATURES

Washable—as comfortable to wear as any undergarment. Off and on in a jiffy—so you can wear with all your outfits. Invisible when being worn. Does not create heat—improves posture—slenderizes waistline. Don't worry about size—you cut it to fit you.

Satisfaction Guaranteed

Your money back if not fully satisfied. Only \$1.50 postpaid—no C.O.D.'s. Makes an appreciated and practical gift.

SHRELL PRODUCTS

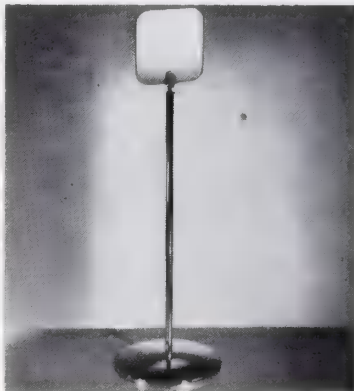
608 So. Dearborn St., Dept. C-5, Chicago 5, Ill.



Window



BALLET RUSE. Unusual cocktail invitations and Thank-You notes spell out their message as ballerinas dance across the paper. Printed on pastel paper with deckled edge, they come in dawn pink with fuschia printing, grey mist with violet, sky blue with royal, or white with hunter green. Box of 12 "Cocktails" or "Thank Yous." \$1.25 each, ppd. Ten Bamboo Studio, 572 Washington St., Wellesley, Mass.



HIGH REGARD. A 9" vanity mirror on a chrome stand adjusts from 3½ feet (for checking the plumb line on your stockings), to a height for a Six-Footer to shave by. When used with your vanity mirror it's like having eyes in back of your head. It's grand, too, for make-up because you can easily move it to a window or strong light. \$10.95 exp. coll. Aristocrat Products, P. O. Box 1493-B, Detroit 31, Mich.



ALL DOLLED UP and ready to play lady's maid to a young clothes-horse, this is a purse that will intrigue every little girl you know. Called the Carridoll, it comes in plaid taffeta lined in red, or green taffeta trimmed with black velvet bows, and her full swish skirt is an efficient and gay pocketbook. \$5 postpaid, from "Carridoll," P. O. Box 11114, New Orleans, La.



FOR MEN...

and smart women, too!

STEP FROM TUB OR SHOWER INTO YOUR TERRY SPONGE ROBE... A European Custom so practical, so clever, you'll wonder why we never thought of it before. Large, roomy, absorbent terry robe to dry you all over in a jiffy. White only... one size to fit anyone. Three-letter monogram or first name script embroidered across back. Monogrammed in Red, Green or Blue.

Monogrammed \$9.95

Add 35c P.P. and ins. Sorry, no C. O. D's

Franklin-Bayer, Inc.

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Your treasured picture, snapshot, tintype, etc., if in good condition, faithfully reproduced into BEAUTIFUL LASTING MINIATURES without the slightest injury to your photo. HAND PAINTED in artist's OIL COLORS and framed in 24 Karat GOLD FRAME, size 3/4x4 1/2". Your photo returned safely by insured mail.

(ALL MINIATURES SPECIALLY PRICED THIS MONTH). STARTING AT \$7.75 COMPLETE. ... NO COD'S. PORCELAIN-IVORA MINIATURE (unbreakable), COMPLETE \$9.75.

PORCELAIN-IVORA (painted in heavy oils), COMPLETE \$14.75. Include color of hair, eyes, clothing, etc. Photos restored at moderate additional cost. SEND PHOTO FOR ESTIMATE. NO OBLIGATION.

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SMALL BUST WOMEN!

Special Design
"Up-And-Out" Bra
Gives You a Fuller,
Alluring Bustline
Instantly

NO PADS!

Self-conscious about your flat-looking bustline? The sensational "Up-And-Out" Bra has an exclusive secret patent-pend. feature to improve your bustline! No artificial bust build-up needed! All your clothes will display sweeter-girl curves. Elastic back and easy-to-adjust shoulder straps. Beautiful washable fabric. COLORS: Nude, white, black, blue. Sizes 28, 30, 32, 34, 36, 38. Only \$2.49

SEND NO MONEY!

Send size, color, name, address to: Dept. Pay Postman, on delivery in plain wrapper \$2.49 plus postage. Or send \$2.49 with order and we pay postage. Money-Back Guarantee if not delighted in 10 days.



Profile View of
HIDDEN FEATURE
in Bra
Special Patent-Pend.
Bust molding feature
on inside of bra lifts, supports and cups small, flat busts into Fuller, Well-Rounded "Up-And-Out" Curves!

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CHILDREN LOVE "AUNT BEULAH"



She makes a happy prospect of the "Brush your teeth!" duty. Charming hand-painted. Her capacious apron holds the youngster's very own tooth paste and nylon-bristled brush, and her jolly look with her silly ears will make your boy or girl laugh with joy.

All three pieces, **\$2.75**
postpaid

BARTONS
RIDGEWOOD NEW JERSEY

Shopping



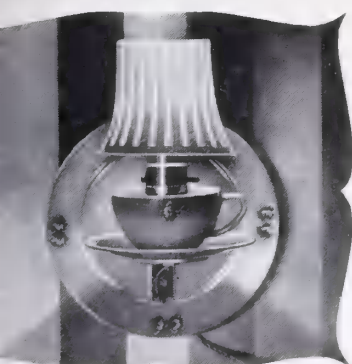
MAKAPART TABLES. They look together with small steel elements, and you can arrange them into practically any geometric form that suits your mood. Two of them make a 24" square. Four of them strung together become a divine cocktail or supper-before-the-fire table. Natural arch with black legs, each is 12" x 16½" x 16" high. \$29.50 per set of 4. ppd. Studio Shop, 17 Boylston St., Boston 16.



HOWDY DOODY PUPPETS. Television tyros spellbound by the antics of Howdy Doody and his pals Clarabell, Mr. Ruster, and Dilly Dally, will put on their own show with these finer puppets. The heads are made of pliable latex rubber and members of the "Peanut Gallery" will manipulate them like Bob Smith himself in no time. Set of 4. \$2.50 ppd. J. J. Anthony, Box 402, Milwaukee 5, Wisconsin.



DOLLAR SIGNERS. We got one of these miniature pen-and-pencil sets in our stocking last Christmas, and it's done yeoman service in our purse ever since. Only 3" long, the ball-point pen and pencil are gold-plated, and the genuine leather case comes in red, green, navy, black, brown, or pigskin. It can also be worn on a belt. \$1 postpaid. Attie Dohme, 162 E. 86th Street, New York 28, N. Y.



Rozy Cottage Lamp
Expensive - Different - Homey
A charming well designed (Plate-Cup and Center) Lamp to brighten up that dark spot; made of durable Plastic equipped with fine fixtures. Complete with Cord and Plug. Easily attached—just screw on wall plug in.
Colors—Red, blue, green \$2.65
Check or Money Order Postpaid

Colonial Product Sales Co.
Box 847 New Haven, Conn.

YOUR BED CAN'T COLLAPSE WITH THESE NEW BEDSPRING SUPPORTS



Set of 4 \$2.50 Postpaid.
NO. 4 FOR WOOD RAILS
NO. 3 FOR IRON RAILS
Banish forever those unsafe, dust-collecting bed slats. These patented Bed-spring Supports will never let your bed collapse; won't collect dust. They lock springs securely, prevent spreading of rails. No. 4 fits any standard wood bed rail up to 1" thick. No. 3 fits iron rails. Made of heavy steel; felt lined to protect rail. Fully guaranteed. No COD's. State finish of bed and whether coil or box springs used.

BROCK & CO. 1710 N. Decatur Rd., N. E. Atlanta 6, Georgia

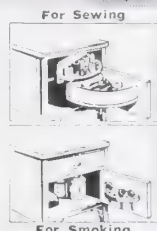


MAHOGANY COMMODE

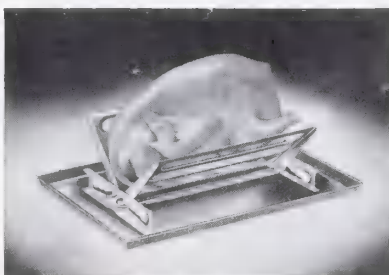
Two interior styles: for sewing (swing-out spool rack and tray); or smoker (with pipe rack). Use singly or in pairs as lamp or night table. 12"x16", 25" high.

Send check or money order. No COD's. Money-back guarantee.

KANE CO., 610 S. Michigan Ave., Chicago 5



For Sewing
For Smoking
\$17.95
f.o.b. Chicago Shipping Wt. 18 lbs.



Nickel Plated All Steel RACK-N-GRILL

Priced **\$1.25** Shallow Pan at only Shown not Included

Made of gleaming nickel plated steel, this streamlined adjustable RACK-N-GRILL is the better way to roast poultry and meat. No more turning, no more burning, your roast is held firmly in elevated position permitting even circulation of heat. The savory juices and delicate flavors are sealed in. Actual tests show 10% less shrinkage when you roast the RACK-N-GRILL way. Use any shallow pan with the RACK-N-GRILL with full assurance of perfect results. Adjustable to five roasting positions, the RACK-N-GRILL can also be used flat to grill steaks and chops or as a cooling rack for cakes and pies. Easy to clean, the RACK-N-GRILL when folded for storage measures 1 1/2 in. deep, 6 1/4 in. wide, 10 1/4 in. long. Shipped complete with roasting instructions and chart.

Money Back Guarantee No C.O.D.'s Postage Prepaid

M. L. DUNN CO.
134 E. Third St. Dayton 2, Ohio

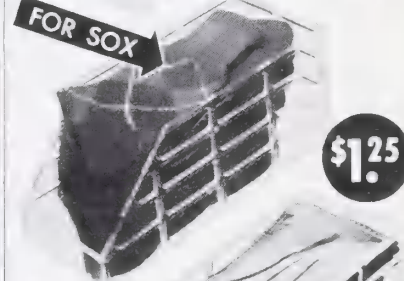
SOLVED!... The Case of THE VANISHING SOCKS



Tired of endless searching for socks, gloves, ties, accessories? Keep 'em ship-shape with crystal-clear trays. Two styles—fit most drawers. Your order rushed return mail. Full satisfaction or money refunded.



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ATLANTIC PLASTICS CO., Inc.

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Please send Atlantic Sock and Glove Trays as follows:

For Hose at \$1.50 Quantity.....

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CHECK ☐ MONEY ORDER ☐

NAME.....

ADDRESS.....

CITY.....ZONE.....STATE.....

AMERICA'S BIG BUY

in a Fountain Brush

WONDER WAND CAR WASHER

Look at the price—what a saving! Attach "Wonder Wand" to garden hose—wash your car in 10 minutes! Scrubs, soaks, rinses as it cleans! Pays for itself in 2 or 3 washings. Also cleans windows, walls, screens, floors, boats. No ladder, no soap, no pail. Long 1 ft. handle of strong, featherlite aluminum alloy with big soft bristle fountain brush. Order No. G481.

32 Breck Bldg., BOSTON 10, Mass.

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\$3.95

Postpaid (No C.O.D.'s)

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BRECK'S

ESTABLISHED SINCE 1891

SCENTED CANDLES TO MATCH YOUR PARTY MOOD!

From APPLE BLOSSOM for weddings to LOTUS for a Chinese motif, there's a fragrance for every gala occasion. Exquisite aromas; decorative new colors. Delicately tapered. Burn 7-8 hours.

SEND \$1.25 for box of three 12" candles, alike or assorted. Order from fragrances, colors listed. Guaranteed.

PINE NEEDLE.....Forest Green	GINGER GLOSSOM.....Chartreuse
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WISTARIA.....Sage Purple	APPLE BLOSSOM.....Quartz Pink
CARNATION.....Turquoise	HONEYSUCKLE.....Flamingo
FRANGIPANIE.....Chinese Red	LILY OF THE VALLEY.....
LOTUS.....Ebony	REDWOOD.....Titan

CANDLETTES—A convenient way to enjoy your favorite scent at any time. Party favorite as a cigarette lighter.

SEND \$1.50 for set of 1 and one imported 2" Chinese tea cup. Above fragrances. Refills—\$1.

EDMONDS CANDLE CO., Box 4742 Edmonds, Wash.



INACTIVE Sterling PATTERNS

Now, plan to complete your service, replace missing pieces or add new ones. Many of the illustrated patterns are available for immediate delivery from our current stock.

The following patterns may also be available

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William Penn
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We have over 500 inactive and obsolete patterns which we are able to supply. Your order will receive our prompt attention. Prices available on request.

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* MINIATURE DOGS

* *Hand Carved—Hand Painted*
* *For Collectors*

* So very lifelike you almost expect them to bark! These little wood carvings are just 2 1/4" long and will delight any dog lover or miniature collector. Add charm to window ledges, whatnots, tier tables. Boston Bull, Beagle, Hound, Cocker Spaniel, Dachshund, Dalmatian, Boxer. Each \$2.00 ppd.

* Specially Priced **\$11.50**
* Set of Six only

* All Ward Phillips items must please
* or your money promptly refunded.

* WARD PHILLIPS CO.

* Box 3451-B, Merchandise Mart Sta., Chicago 54, Ill.



NAPKIN LADY from Finland

Dressed for the party in a bouffant skirt of paper napkins—wears either 12 luncheon size or 24 cocktail size—height 10 1/2"

4 handpainted color combinations
RED, YELLOW, BLUE or GREEN

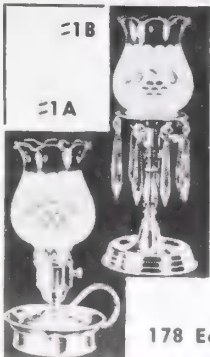
Without napkins \$2.00 ppd.
with matching napkins \$2.25 ppd.

NO C.O.D.'s

Send for free catalog of other
Gifts of Distinction

SMILLANS HOUSE

5424 N. Lawler Ave. Chicago 30, Ill.



LOVE LIGHTS

Crystal clear, handcut hurricane shades for sparkle.

Solid brass—protected by super durable coating that will not chip, tarnish, peel or discolor.

#1A—8 3/4" high

#1B—11 1/2" high

\$5.00 pair
or \$2.98 each postpaid
(add 25¢ west of Mississippi)

Arthur's of Plainfield

178 East Front Street

Plainfield, New Jersey



BEAUTIFUL — TASTEFUL LACEY LEDGE SHADOW SHELF

THE HOME DECORATION OF MANY USES

Decorator designed, the New Lacey Ledge Shadow Shelf adds a tasteful touch of beauty and grace to any room in your home—living room, bedroom, bathroom or kitchen. Featuring the newest "Lacey Ledge" smartly pierced galleries this attractive shelf fulfills every need—holds knick knacks, flowers, vases, etc. Fashioned of high grade steel with washable, chip-proof, baked enamel finish—withstands hard wear, resists discoloration. Red, Yellow, White, Black, or Wine. Dimensions: 17 3/4" wide, 19" high, 4" deep. Be first with the latest Home Decoration Trend. Send check or M.O. We put postage. (No C.O.D.'s Please.)

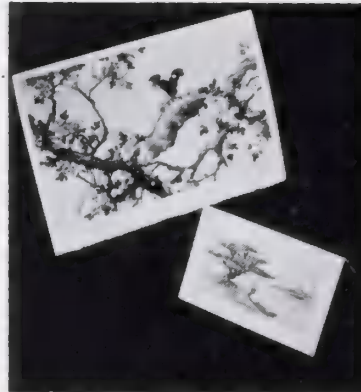
\$4.95

Hope Brothers

42-20 Vernon Blvd.
Long Island City, N. Y.



Window



GRACE NOTES. Chinese water colors, beautifully reproduced in full color, make every note you write a special joy for someone to receive. They're just the right size for thank-you notes and bread-and-butter letters, and a box of ten in assorted designs is \$1. Enclosure or gift cards to match, 75¢ for 12. Postpaid from Nikko Shop, 1412 Boardwalk, Atlantic City, N. J.



CHEESE DREAM. A superb assortment of Wisconsin cheeses includes a red round Maybud and its twin, Purecrest, a golden brick of aged American Cheddar, a round of Mel-O-Pure, 2 wedges each of Gruyère, Camembert, and Blue Cheese, 2 tangy smoky rolls, 2 rounds of cheese spread, and a jar of Whitefish Caviar. Called the Esquire Assortment, it's \$6.95 ppd. Wisconsin Cheese Box, Sturtevant, Wisconsin.

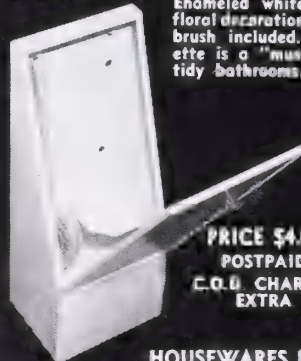


BABY BATHER. Small squirmers who have a way of confusing which end is up at bath-time, have met their nemesis—the Dry Dock. The chrome frame with its removable flannel covering is absolutely skid-proof, provides a comfortable rest for baby, and lets Mom have both hands free for scrubbing. 19" x 11", it's a wonderful safety device at \$2.25 ppd. Artisan Galleries, Fort Dodge, Iowa.

Sto-ette

Keeps Your Bathroom Tidy!

Dripping brushes and cloths need not mar the neatness of your bathroom. Sto-ette keeps all cleaning materials out of sight. Two hooks for brushes and cloths, shelf for scouring powder—additional storage space below shelf. Ventilated, rustproof aluminum, guaranteed to last a lifetime. 22" high, base 6" x 8". Enamelled white with floral decoration. Bowl brush included. Sto-ette is a "must" for tidy bathrooms.



PRICE \$4.00
POSTPAID
C.O.D. CHARGES
EXTRA

HOUSEWARES DEPT.

THE PIG'N WHISTLE SHOP
EAST LANSING, MICH



KEEP JEWELRY LIKE NEW!

"Duchess" jewelry case protects jewelry and precious possessions and keeps them easily accessible. Your choice of six lovely colors in Leather-grain Texol; Wine, Blue, Green, Ivory, Rose, and Aqua, richly embossed in 24-K gold.

Sturdily constructed with all-metal frame and tray. Smartly designed with burnished brass fittings and luxuriously lined with satin and non-tarnishing rayon velvet. A masterpiece of exacting workmanship. It's large enough . . . 9 1/2" x 6 1/2" x 3". A remarkable buy, a much finer case than you'd expect for prepaid. Specify color when ordering.

\$5.95

KLING'S—A
Lewiston, Idaho

Shopping



OMIN' THROUGH THE

YE? Not if your spirits are
ored in this leakproof Vinylite
lastic bottle protector. With a
pper opening, it holds any fifth.
omes in a luggage-tan finish.
ntented lock provides additional
leak" insurance. Grand gift for
our favorite traveling man.
unter, or fisherman. \$3.95 ppd.
he Bar Mart, 62 W. 45th St.,
ew York 19, New York.



HOLDING ITS OWN.

A shave
rush that will intrigue your fa-
orite bluebeard to the point
here he'll even shave on Sun-
ay has a reservoir in its handle
at holds enough of his special
aving soap for 60 shaves, and
feeds out through the fine ny-
on bristles. With a black and
lver base, the price is \$7.95
ostpaid. You'll find it at Madi-
on House, Madison, Connecticut.



VERY KER-CHOOSY pres-

for a small girl's Easter
orning awakening is this book
f hankies. There's one for each
ay of the week, printed with
olorful nursery characters, and
e folding book is a parade of
aper dolls that can be cut out
nd played with. \$1.25 postpaid
om Gwendolyn Maloney, 170
ast 51st Street, New York 22.



"Little Women" DOLLS

Straight out of Louisa May Alcott's immortal
classic... we bring you the memorable March
family... a delightful quintet gowned in the
fashionable elegance of the Godey era—
delicately handpainted in unbreakable china.
There's lovable Mrs. March, wild, reckless Jo
(with her book), pretty, poised Amy (pencil-
in-hand), lovely Meg (carrying flowers) and
dear little Beth (holding a roll of music). The
sisters are 7" tall; Mrs. March stands 12" high.
An unforgettable gift for your favorite little
girl. A rare collector's item.

The Little Women \$2.25 each
Mrs. March \$5.95
or Complete Family \$14.95
Add 25¢ Postage No C.O.D.'s Please

Anne London

305 Maple Street, Perth Amboy, N. J.

For
MEN
who wear
SIZES
10 to 16
WIDTHS
AAA to EEE



We specialize in
large sizes only—
sizes 10 to 16;
widths AAA to EEE.
Loafers, Wing Tips,
Moccasins, Dress
Oxfords, House
Slippers, High and
Low Work Shoes,
Rubbers, Sox. Specially
designed for
large sizes. Satis-
faction guaran-
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KING-SIZE, 273, Brockton, Mass.

Refinish—Redecorate THE EASY WAY!

Dremel Electric SANDER POLISHER — MASSAGER

ONLY
\$14.85

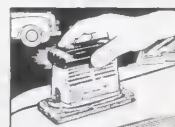


Let Dremel Sander-Polisher do
your tedious sanding and polish-
ing jobs while you merely guide
it! It's so easy to handle, even a
child can use it. Craftsmen, hob-
byists, housewives find: As a
sander, it's unexcelled for put-
ting a satin-smooth finish on
woodwork, walls, furniture, etc. Straight-line (non rotary) action cannot
burn or scratch surfaces. As a polisher, it does a professional job on tur-
niture, cars, shoes, all waxed surfaces. Ideal for massaging tired,
aching muscles, too! Delivers 14,400 strokes a minute... has only
two moving parts... never needs oiling. Operates on 110-120 V. AC.
MONEY BACK GUARANTEE Dremel Electric Sander is furnished
complete with 6 sheets Garnet paper and 2 polishing pads. Send only
\$14.85 (check or money order) and we ship postpaid. Or send \$2 now
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after 5 days' trial.

DREMEL MFG. CO., Dept. SP490C, Racine, Wis.



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TIGHT CORNERS



GREAT FOR
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Fabulous NYLONS

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Breathtaking in
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The most glamorous
stocking you have
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60 Gauge Fabric for
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only in the most ex-
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NYLONS SIZES—8½ to 11
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COLORS

BURNT SPICE, a beautiful
brandy-toned beige.
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darkened beige.
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gray taupe.

BURNT SPICE and DAWN TAUPE splendid
for general wear, especially brown. MYSTIQUE
fashionable for wear with all blue,
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Send check or money order TODAY.
Prompt shipment, postpaid and insured.

SATISFACTION GUARANTEED **3 PAIRS \$5.00**
★★★★ "Fabulous" ★★★★★ Post-
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Venetian Miniature Furniture

Chair, Baroque style, hand painted
in peach or turquoise, damask seat,
43¼" high..... **\$7.50**

Commode, with drawer and
compartment, 33¼" high..... **\$19.50**

Coffee Table, 21¼" high..... **\$7.50**

Alfred Orlík, Inc.

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SOLID WILD CHERRY AND BLACK WALNUT

This Colonial Gateleg Table and Chair will
add charm and dignity to your dining room,
dinettes or combination dining-living room.
Sturdy authentic reproductions. Highly re-
sistant hand rubbed satin finish. Table top
23" x 44", drop leaves 22", height 29".
choice of plain turned or spool legs, seats
up to 10 persons, price approximately \$135.
Chair, hand caned seat, approximately \$30.
Open stock. Guaranteed. No C.O.D.'s. Send
10¢ for actual photographs, wood finish
samples, price list and further information
on lazy susan tables, ladderback chairs,
hutch cupboards, chests, stands and many
other heirloom quality Early American re-
productions. Visitors welcome.

WINEMILLER'S Colonial Reproductions COLDWATER, MICHIGAN

THE ACCENT'S ON



SET OF 4... ONLY **\$2.00**
POSTPAID

CALIFORNIA COLORWARE DEPT. HB
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WITH THIS BEAUTIFUL HAND-PAINTED SHAKER SET!

Add new life and color to your table kitchen, patio
or breakfast nook! Gay, handy shakers for Salt, Pepper,
Sugar, Flour, decorated with festive floral designs.

Generous, "man-size" 4½" high; 3½" dia-
meter. Wonderfully easy to fill and to clean!

Durable Polystyrene plastic. In red, yellow, blue or
coppertone, or you may have the assorted set of all 4
colors. All with matching hand-painted decorative designs.

A wonderful gift idea for bridge parties,
barbecue enthusiasts or special occasions!

Specify color of set when ordering Red ☐ Blue ☐ Yellow ☐
Coppertone ☐ Assorted set of 4 colors ☐

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The Waterhouse Collection of Documentary Wall Paper and Matching Fabrics

Recreating the charm of old New England and Cape Cod. Patterns imported by the sea captains and merchant princes of late 17th and early 18th centuries. Traditional yet surprisingly modern in spirit.

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The WARNER Company
CHICAGO, ILLINOIS

**LAMB of a
CAKE**

**BAKED IN THIS
NEW ALUMINUM
MOLD**



Even an amateur chef can turn out a home baking masterpiece for parties with this lamb-shape aluminum mold. Full size cake, 9 $\frac{3}{8}$ " long by 6 $\frac{1}{2}$ " high by 3 $\frac{3}{8}$ " deep bakes like a dream—unmolds perfectly—ready to frost with icing, sprinkle with coconut, pop in raisin eyes, and add a ribbon bow! Recipes included. Order

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postpaid
(no C.O.D.'s)

Free! Breck's "Bean Pot of Values" folder showing scores of exciting new gift ideas. Write today.

Home and Garden Gifts
BRECK'S
RELIABLE SINCE 1910

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PAINT A TRAY LIKE THIS



**Jane Zook
Patterns
make it
Easy . . .**

You can have a handsome hand-painted Early American tray (ordinarily retailing for about \$37.00) "for a song" by painting it yourself. The Jane Zook portfolio contains five different tracing patterns and borders, drawn for five different tray sizes, with complete instructions for painting. Paint them for yourself . . . for gift-giving. You can do it with these lovely patterns and easy to follow instructions.

Also 50 gay, authentic Pennsylvania Dutch patterns and borders for decorating furniture, boxes, trays, canisters and the like.

5 EARLY AMERICAN TRAY PATTERNS (Folder T-100) . . . \$1.25 Postpaid
50 PENNSYLVANIA DUTCH PATTERNS (Folder D-200) . . . \$1.25 Postpaid
5 SHEETS OF PENNSYLVANIA DUTCH STENCILS (Folder S-300) . . . \$1.25 Postpaid
(Catalog of Tinware and Materials included with every order)

Send to: Jane Zook

Jane Zook
Decorating Studios

459 State St.

Lancaster, Pa.

GRANDMA LAYNE'S PANCAKE GRIDDLE WITH BUILT-IN THERMOMETER

A built-in thermometer in the handle tells you exactly when the temperature is right for the most perfect, golden-brown-clear-to-the-edge pancakes you've ever eaten! No more "tough" pancakes from a too-cool griddle, or "doughy" in the middle kind from overheating. Heavy cast "cookware" aluminum, satin finish. Accurate, dependable, guaranteed.

Prices postpaid. No C.O.D.'s

Large, square 1-Cake size . . . \$5.95

Round, 3-Cake size . . . \$3.95

LAYNE MFG. CO., Dept. H.B.
2035 Milan Ave., South Pasadena, Calif.

PERSONALLY YOURS

Your own signature, fashioned by hand out of golden colored metal, identifies this elegant compact styled by Filcher in beautiful jeweler's bronze. Has a base powder. Send copy of signature not to exceed 3 $\frac{1}{4}$ inches in length. **\$10.00**, includes postage and tax. Allow 2 weeks for delivery. No C.O.D.'s.

For orders of N. C., add 3% Sales Tax.

THE SELDEN COOPER SHOP
Geo. Vanderbilt Hotel, Asheville, N. C.

Window Shopping



MAGIC LANTERN. It will bring the enchantment of a garden to your living room, the warmth of a living room to your porch or terrace, and the price is magical enough so you can order several. The Chinese lantern and bracket are black with gold trim, the ivy bowl is ruby glass, \$2.25 each, \$4 the pair. Artificial ivy sprays, 3 for \$1. Ppd. White Gifts, 179 Westchester Ave., Port Chester, N. Y.



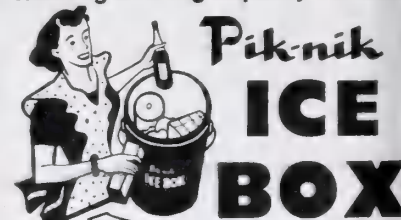
PULLET-ER PRIZE. A darling little bassinet, shaped like an egg with a transparent hood, is the nest for a sweet doll who is daintily dressed in lace-trimmed organdy. The polka-dot net lining flatters her rosebud charm, and the egg is tied with a flower-clustered satin ribbon. 7 $\frac{1}{2}$ " long, \$3 postpaid. You'll find it at Bren Linda, 545 Fifth Avenue, New York 17, N. Y.



BRIGHT NUMBERS. identifying your address, burn 24 hours a day and use just 3c worth of current a month. The heavy metal frame has a bronze oxidized finish, measures 12" x 3", and replaces your door bell. Any combination of numbers up to six may be ordered, and they're visible 100 feet away. \$9.95 plus 25c W. of Rockies. No c.o.d.'s. Stuart Specialties Co., 394 Second Ave., New York 10.

(Continued on page 41)

Amazing New Big Capacity Portable



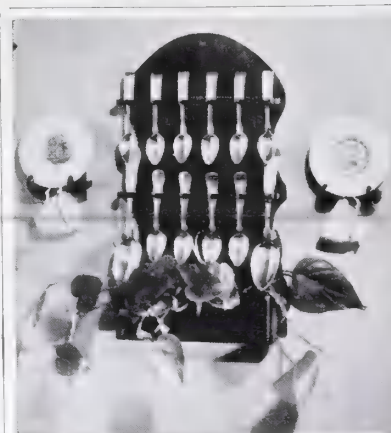
- Keeps Foods Hot or Cold for over 24 Hours
- Holds more than 4 Liquid Gallons
- Easy to Carry — Weighs Under 6 lbs.
- Odorproof — Stain-proof
- Fully Insulated — Airtight — Leakproof
- Cleans in Seconds
- Ideal for Family Picnics, Camping, Vacations, Hunting, Fishing Trips, etc.
- Excellent for Hotels, Industrial Caterers, Ice Cube Manufacturers

**Pik-nik
ICE
BOX**

\$5.95

WANT your food to be just right on your next picnic, camping or fishing trip? Just pack this new portable Pik-nik Ice Box with anything hot or cold. Retains heat or cold for over 24 hours! Special coating keeps food pure and fresh. Has separate leakproof ice chamber. Big capacity, 14" high, 11 $\frac{3}{4}$ " diameter. Handsome ice-blue finish, contrasting lemon-yellow cover. Price, \$5.95. C.O.D. plus mailing charges. Or, enclose \$5.95 and save postage. Money-back guarantee.

FOSTER PRODUCTS, INC.
Dept. PN-3
659 Main St., New Rochelle, N. Y.



A SPOON RACK

Solid mahogany or maple
10 $\frac{1}{2}$ x 19 with metal liner for plants.
10.00

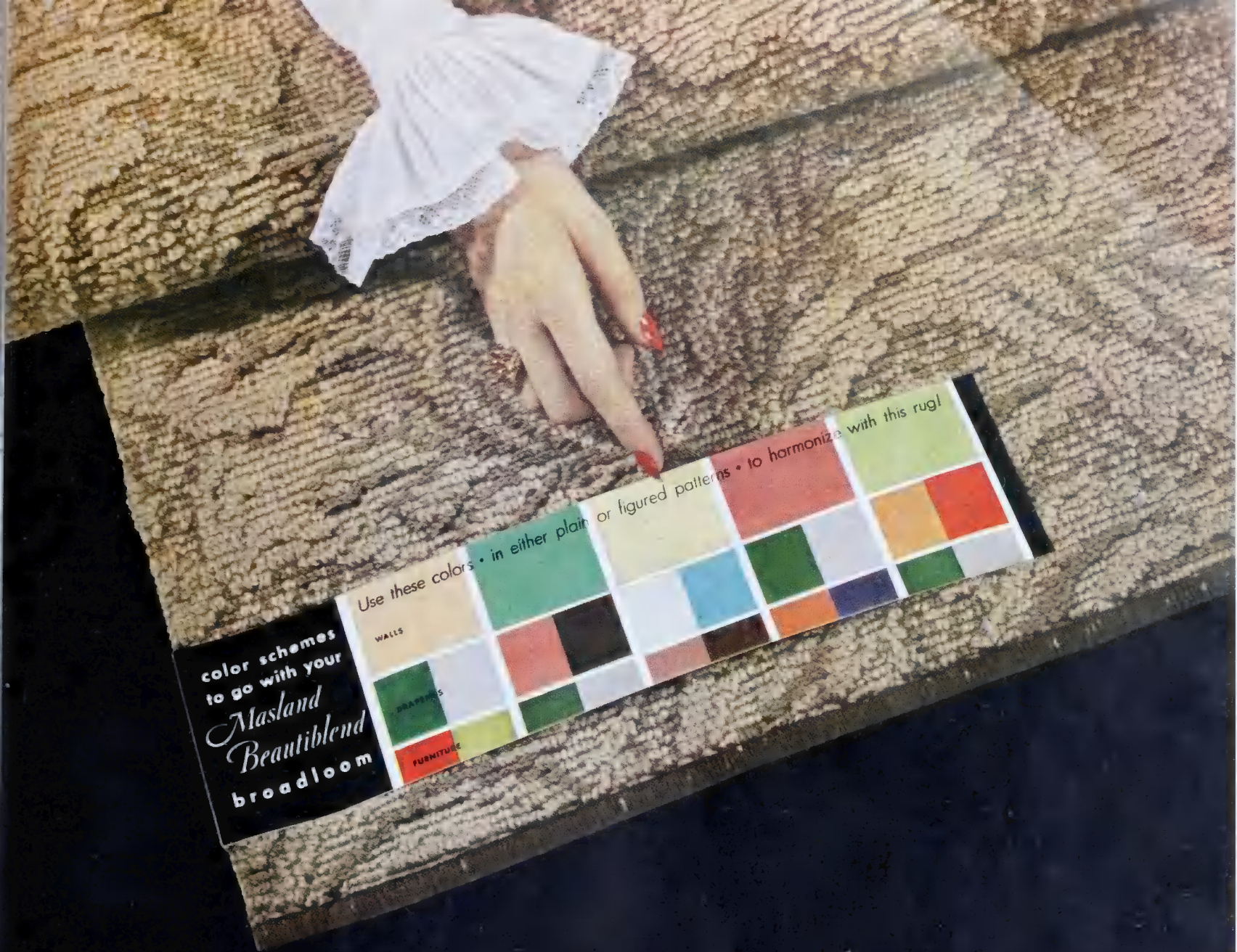
Cup and saucer hangers for demi-tasse or standard cups.

1.50 each

Express Charges Collect

Muriel Reynolds

Box 187
Laguna Beach 1, California



only *Masland Beautiblend Broadlooms*
give you rugs that go with your color schemes...
color schemes that go with your rugs

Every Masland Beautiblend Broadloom is color-styled to blend with your favorite home fashion shades. And the Beautiblend Color-Guide label on each Masland Broadloom shows you five color schemes expressly chosen to go with your favorite rug color. You can rely on Beautiblend color guidance—just as you can on Beautiblend Broadloom—for enduring loveliness all through your home. Look for Beautiblend at your favorite store.

The Beautiblend Broadloom illustrated is Quadrille, a cushiony loop-pile weave. Prices for Beautiblend Broadloom start as low as \$6.50 a yard. C. H. Masland & Sons, Carlisle, Pa.



Masland Beautiblend
B R O A D L O O M S

Only Wallace Sterling...like Sculpture...is lovely from every angle



BISQUE FIGURINE, FRENCH, CIRCA 1850

Only Wallace Sterling...like Sculpture... has
Third Dimension Beauty

Spring reawakens the love of beauty in our hearts and our everyday living. And, the beauty of each day's living will be enhanced for you by the proud possession of Wallace Sterling... the most sought-after silver in America.

That's because William S. Warren, famous designer of fine silver patterns, has created in Wallace the only sterling with the "Third Dimension Beauty" of sculpture... beauty in front, beauty in profile, beauty in back. Before you select your silver, be sure to see the five "Third Dimension Beauty" designs in Wallace Sterling. Left to right: Grande Baroque, Sir Christopher, Grand Colonial, Stradivari, Rose Point. Six-piece place settings from \$27 to \$135, according to pattern.



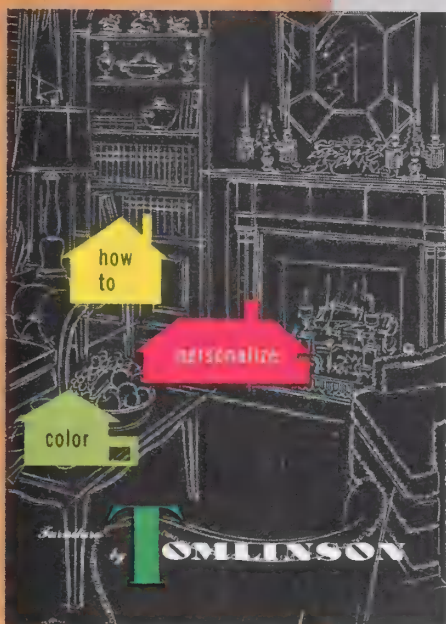
Beauty in Front

Beauty in Profile

Beauty in Back

**WALLACE
STERLING**
Silver

how to plan color for your home



You're furnishing a home for the first time . . . or you're creating a new scheme for a room. A big problem is color.

And Tomlinson has a complete book on how to use color in your home . . . edited by the chairman of the Color Council of the Home Furnishings Industry.

"How To Personalize Color" is crammed full of solid ideas, clever suggestions, and helpful hints on color harmony. Write for your FREE copy today.

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TOMLINSON



Living room and bedroom furniture designed "for the way we live today". In rich, high polished woods, a Tomlinson piece is an outstanding addition to any room. Ask your dealer to show you "Furniture by Tomlinson"-- a name that represents 50 years of leadership in furniture designing and craftsmanship.

FURNITURE BY TOMLINSON, HIGH POINT, NORTH CAROLINA

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THE MARCIA LAVATORY FOR COUNTER-TOP INSTALLATION
VITREOUS CHINA IN WHITE AND EIGHT CRANE COLORS

PLUMBING AND HEATING • VALVES • FITTINGS • PIPE

CRANE CO., 836 SOUTH MICHIGAN AVENUE, CHICAGO 5, ILLINOIS

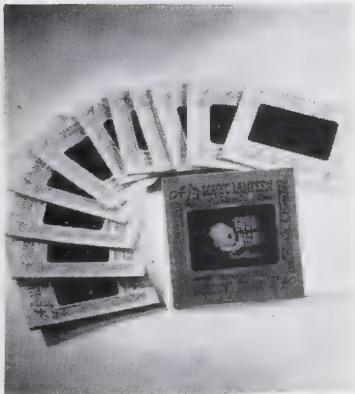
Window Shopping

CONTINUED FROM PAGE 36

IE TIES HAVE IT, a case for their own for smooth travel; and at trip's end a man folds his favorite ties in unwrinkled order. Made of tan saddle leather with a striped lining and a pocket for hanging, it holds 12 ties. Also has a handkerchief pocket on the outside. \$4.95 ppd. Monogram or first name in gold. \$1 extra. No c.o.d.'s. Treasure Mart, 15 Fifth Ave., New York 17.



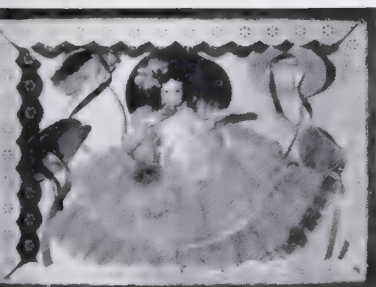
OT A "FLICKER" in the old days was without its wonderful "Announcement" Slides. There was a special one to cope with every situation from "Baby crying in lobby" to "Good night." Fine pace changers for home projection show. Set of twelve 2 x 2 brilliant Kodachrome transparencies. \$6; or 50¢ each. Nickelodeon Co., New Bedford Bldg., Portland 5, Ore.



CAPE COD CUPOLA

Now you can get a Ready-Built fully assembled CUPOLA for your garage, breezeway or ranch house that will fit on any pitch roof. Made of pine, painted white, roof COPPER covered, 25" high, 19" square at base. Only a screwdriver needed to put up in 10 min. Only \$27.75 Ex. collect. Smaller cupola for 1 space garage \$22.75 Ex. collect. Weathervane shown 19" x 23" all copper, black or natural only \$8.95 postpaid. Free catalog showing cupolas, weathervanes, signs, lanterns and aluminum lamp posts.

CAPE COD WEATHERVANES
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Dept. CB New Bedford, Mass.



BONNET BOX

Godey Doll with Easter Bunny and four extra bonnets, in cardboard box. A 7" doll, hand painted and fired china head, arms and feet, firmly stuffed percale body, bendable and practically unbreakable. By reason of quality and unusual appeal, this doll makes a timely Easter Gift or an excellent Collector's Item.

Price \$4.95

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142 Second St. Keyport, N. J.

EASY TRAINING

Kiddies Care for Own Clothes

Junior Clothes Rod

HOOKS ON ANY CLOSET ROD



Hangs down 22" from grown-up level—easy for small fry to hang up own clothes. Doubles closet space. Avoids driving nails in walls or doors. Sturdy and safe. Cannot be pulled down. Can also be used on single hook.

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18018 GRIGGS DETROIT 21, MICHIGAN

ONLY
\$1.25

In Colors,
Red, Blue
or Green

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We prepay
if you send
Check or
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A welcome
GIFT for
Prizes
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YOUR OWN Initial

MOLDED IN THIS
LOVELY RUBBER DOOR MAT
YOUR CHOICE OF ANY INITIAL
(ONE INITIAL ONLY)
4 BEAUTIFUL COLORS
ALL RED, ALL BLUE
ALL GREEN, ALL BLACK
ONLY \$2.95
POSTPAID
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YOU PAY POSTAGE ON C.O.D.
**4000 RUBBER
SCRAPING FINGERS
CLEAN AUTOMATICALLY**
Non Skid Bottom Surface

SEND NO MONEY — MAIL COUPON TODAY

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☐ I want to save postage and C.O.D. charge. Enclosed is my check for \$2.95. You will pay postage. Please send my Initial Mat with Initial _____ Color, all _____

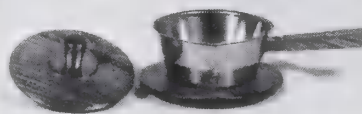
☐ Please send my Initial Mat C.O.D. with Initial _____ Color, all _____ I will pay postman \$2.95 plus small C.O.D. and postage charge.

Name _____

Address _____

City _____ Zone _____ State _____

SWEDISH BUTTER WARMER-SERVER . . .



Imported . . . An attractive three piece melted butter server, 3 1/2" diam., lipped pan with lid and drip tray. Made of stainless steel and beechwood. Yes, you can melt and serve butter from this neat set for your waffles and seafood quickly and neatly. Immediate Delivery. Satisfaction Guaranteed. \$3.95 postpaid.

STERLING SILVER SERVING TONGS . . .



Only \$1.50 tax and postpaid! 3 1/2" of gleaming sterling. Grand for olives, pickles, cherries, lump sugar. Perfect card-party prizes and hostess gifts. Tongs are leaf-shaped with decorative rosettes. An outstanding value!

Northmore's

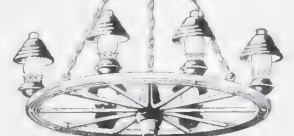
Dept. HB, Highland Park, Illinois

**Copper
POST LAMP**
13 1/4" x 7 3/4"
WIRED \$5.95



**WAGON
WHEEL
LIGHT
RUSTY
FINISH**

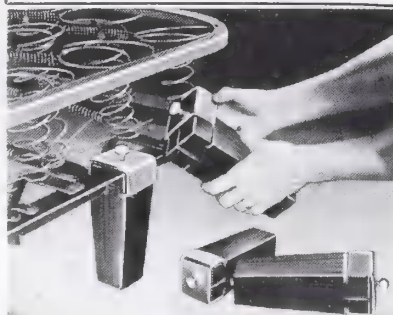
32 IN. DIAM.
6 LITES \$62.
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Spencer**

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It takes only 5 Minutes to
**CONVERT ANY OPEN COIL
SPRING INTO A DIVAN
OR HOLLYWOOD STYLE
BED with 4 DENNIX LEGS**



Put them on without tools. Just slide leg on and tighten thumb screws. Smooth, genuine hardwood with furniture finish in mahogany, walnut, maple or blonde.

Set of 4 **\$9.95**
Check or money order (no COD, please). Money refunded in 10 days if not satisfied. We pay postage.
Legs for Box Spring, set of 6 . . . \$5.45

JOE Distributors and Co., Dept. AP
17 East 42nd Street, N. Y. 17, N. Y.



**A Wonderful Chair
at a Really Low Price!**

This handsome chair, so comfortable . . . so smart . . . comes covered in beautiful Boltallex in your choice of mohawk red, horizon blue, cactus green, desert sand, bronco brown, sunshine yellow, dusty rose, flame red, saddle brown, jade green or pearl gray. Sturdy blond or mahogany finished birch frames. No-Sag spring seat provides lasting comfort.

Size: Ht. 29", Width 23", Depth 25"

Chair No. 5800 **ONLY \$34.50**

Express Collect • Send check or money order
Sorry, no C.O.D.'s • Reg. U. S. Pat. Off.

EAST HAMPTON GUILD
East Hampton • Long Island, N. Y.

New! KAY'S BUCKET BUGGY

Eliminates back-breaking scrub bucket lifting, scraped floors and scratched furniture. Made of heavy hand-spun aluminum with heavy red rubber bumpers. Four swivel, rubber wheeled casters make it easy to push. Big enough for small or large buckets. Also can be used to carry paint, wax or other cans. Satisfaction guaranteed or money-back. \$7.50 postpaid. Send check or money order. Sorry, no C.O.D.'s. Kay's Bucket Buggy Mfg. Co., 137 S. 52nd St., Philadelphia 39, Pa.



PAT. APPLIED FOR

A HOLE-IN-ONE WITH KADDY KIT!

The grandest gift for golfers—NOW PERSONALIZED! In genuine natural russet, Shrewsbury Grain, leather, saddle stitched. Holds 3 balls, 4 tees. Balls lock in, yet roll out freely when wanted. Attaches easily to golfer's belt, out of his way; weighs 4 oz. comes with 4 tees, pencil. Handsomely boxed.

Below par prices:
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Send for New 1950 catalog of unusual gifts.

3 INITIALS 50¢ EXTRA. No C.O.D.'s, please. dept. B2, 545 FIFTH AVE. NEW YORK 17, N. Y.

Keep Hands Soft—Lovely!



CLOTH-LINED Rubber Gloves

Unusual Value! New, different rubber gloves for house-and-garden uses. Protect hands and manicure from gardening, dishwashing, laundering, cleaning, painting, varnishing. Hands stay clean and dry. Soft, cloth-lining makes gloves slip on and off easily, absorbs perspiration. Easy to work in (not clumsy). Light, pliable, with shaped free-action fingers. Attractive, red color. State size: small, medium, or large. Order one pair for gardening, one for house—additional pairs for birthdays, weddings, other gift occasions. Clip this.

Special for Mail order
\$1.00
A PAIR Postpaid

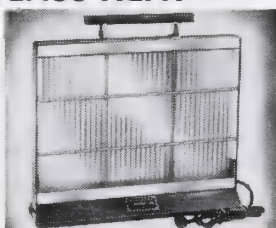
JANET FORISTER

Dept. 24, Bloomington, Illinois
Send _____ pairs, 1.00 each. Size _____
Specify small, medium, large, or give dress glove size.

NEW! RADIANT GLASS HEAT

ELECTRIC PORTABLE HEATER

SAFE
WILL NOT IGNITE PAPER OR FABRIC



KICK IT OVER OR STAND ON IT—IT WON'T BREAK

APPROVED BY: Commissioner N.Y.C. Dept. Water, Gas & Electricity. Tested and approved by Electric Testing Laboratories.

EFFICIENT: Uses about 1250 watts or approximately 1 1/4 kilowatts per hour. Heats you directly. Floor-ceiling heat variation only about 3 degrees; puts heat near floor where needed. Continues to give off heat for over half hour after it is disconnected.

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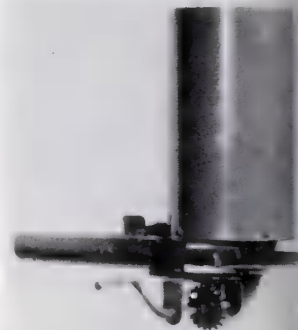
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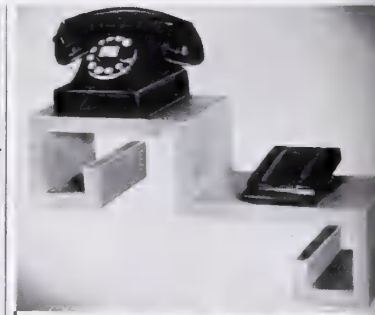
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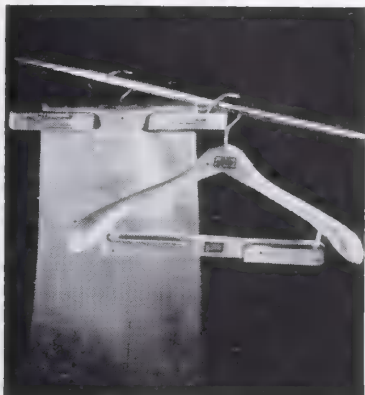
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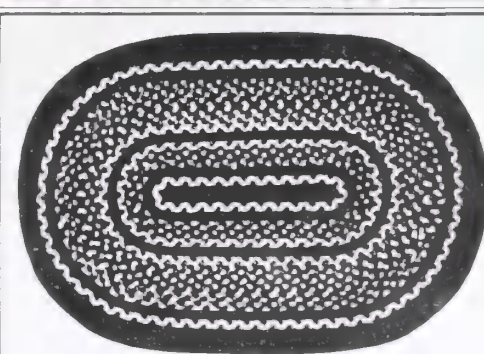
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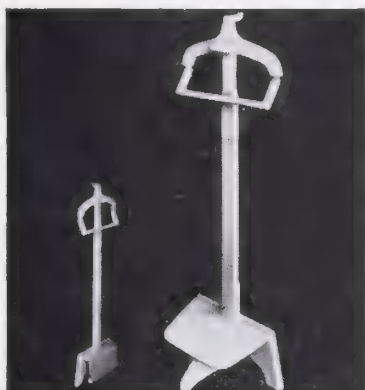
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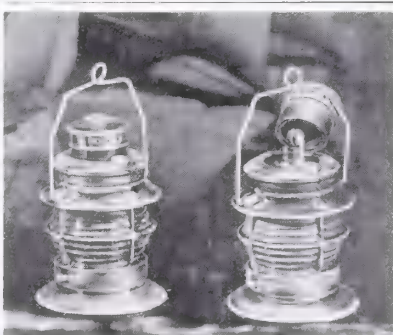
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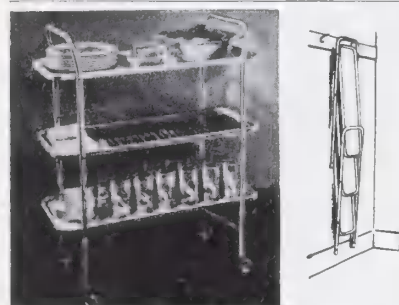
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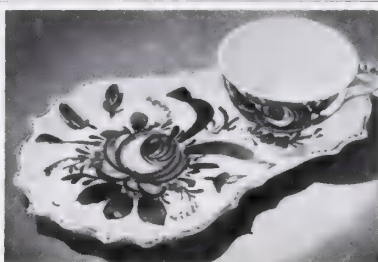
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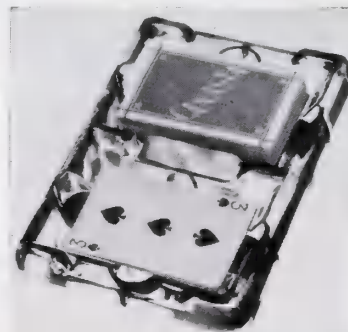
Glorious high-glaze pottery plate and cup . . . hand-painted Nova Rose pattern in brilliant, beautiful hues! Charming for lunch, buffet or tea parties . . . most original of gifts!

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Holds cards neatly stacked during the game. Keeps discards hidden. Speeds play and adds to the pleasure of playing. Your choice of clear, ruby, green or tortoise shell. Personalized with any monogram or name engraved on genuine Dura-bronze nameplate (maximum: 15 letters and spaces).

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Graceful Planters—mirrored in that wonderful Gold Crackle Antique—Smoked Effect, fabulous looking—that lends itself to every type home. Both Styles made with plate glass mirror, beveled edges and removable baked enamel planter container, also felt bottoms and rubber feet to protect your furniture—Lyre Style wired for wall hanging. Both Styles available in Gold Crackle Antique or Smoked (No. 800 also plain mirror, please Specify). SEND TODAY—100% Satisfaction or your Money Back.

No. 1000—LYRE PLANTER 13" x 18" . . . \$24.95
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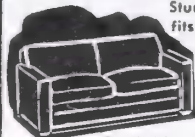
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ALL SHIPMENTS ARE PREPAID EXPRESS!
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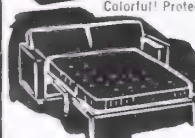
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Shopping



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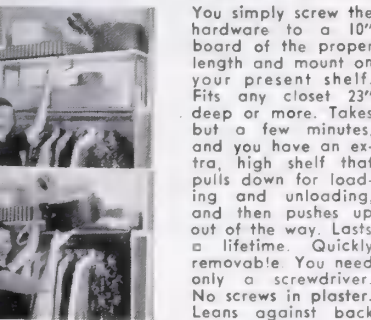
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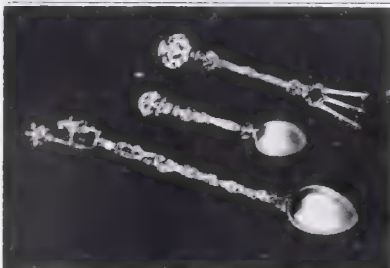
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Old-fashioned Comfort... plus modern beauty! In lifetime, resilient STEEL!

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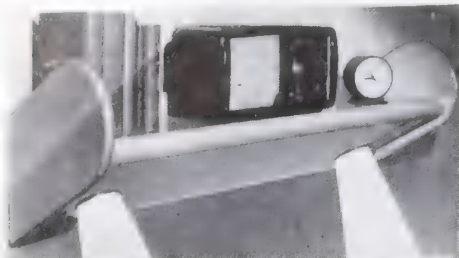
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Suction-cup model, attached in seconds to tile, metal, etc. No tools, no fuss. One hand operation. Live rubber "grippers" hold securely, permit instant removal. Pastel colors: red, yellow, green, blue.
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36" long with shelf 9" deep containing hidden sockets for clock and radio. The LAMP SHELF is easily attached to any wall—can be plugged into any outlet.

In solid birch—blond or dark mahogany finish, \$49 each.

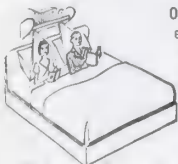
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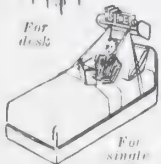
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For double or twin beds

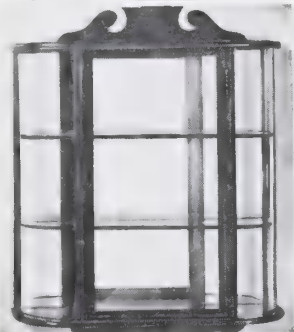


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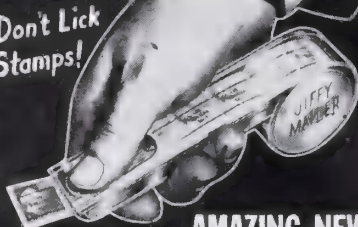
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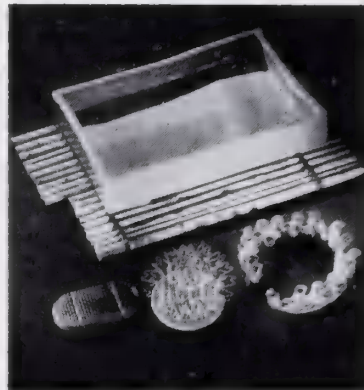
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Window Shopping



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The Perfect Nek-rest Pillow



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Right

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Nest of Lily Pad Tables, No. 252
3-piece Sectional Sofa, No. 0662/3, 0662/2, 0662/4
Rocker, No. 0665
Nest of Tables, No. 0526
Finish: Antique Ivory; also available in
Shrimp Pink and Statuary Bronze



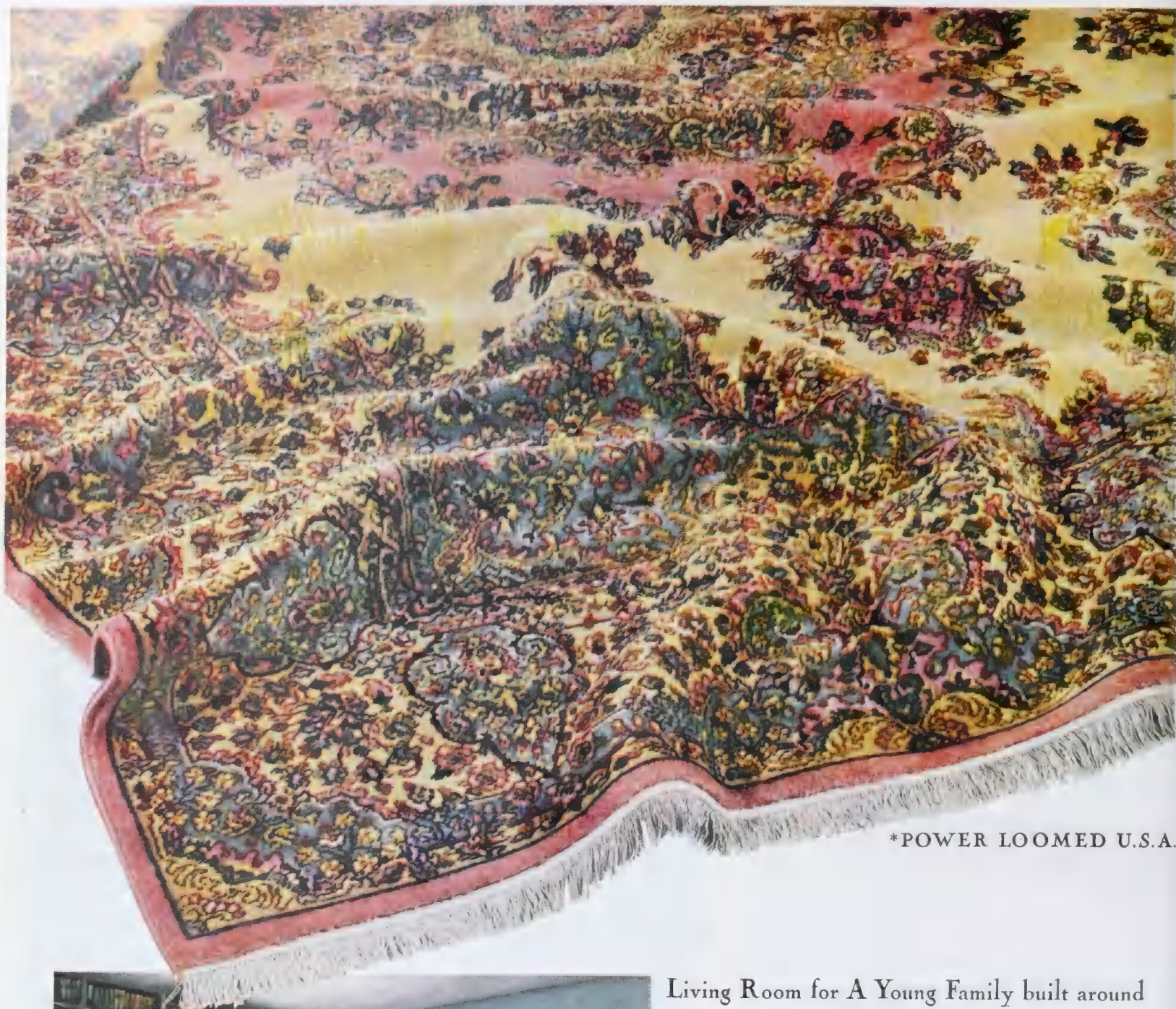
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Window Shopping

CONTINUED FROM PAGE 48

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inspired! White pique dress, Bertha collar and ample pockets richly enhanced with frills of imported eyelet embroidery.
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REMOVES stubborn surface spots
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Use "Patina" Jackson of London English Type Wax (Paste)

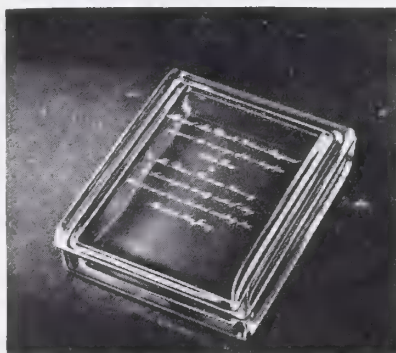
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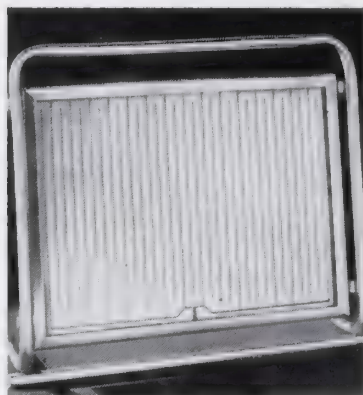
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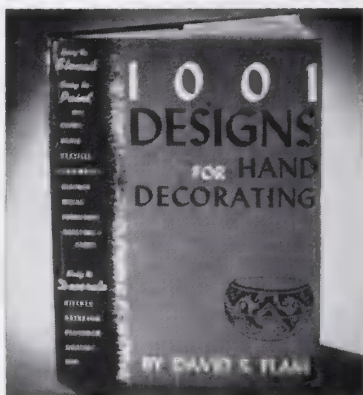
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Window



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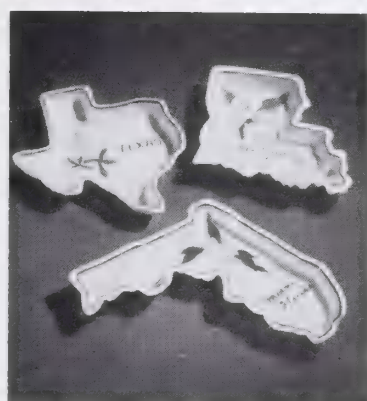
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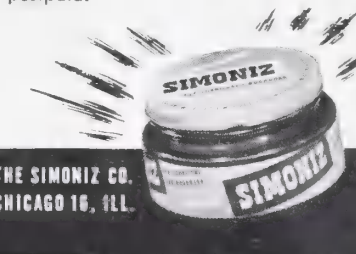
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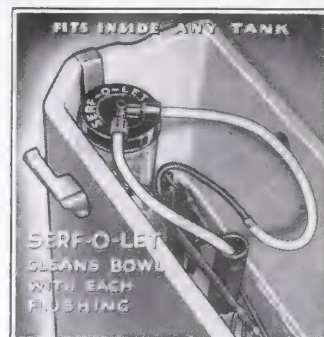


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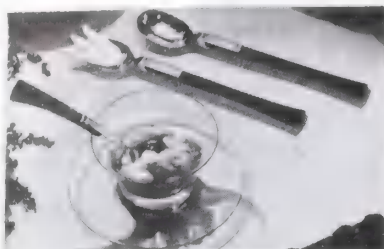
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Window



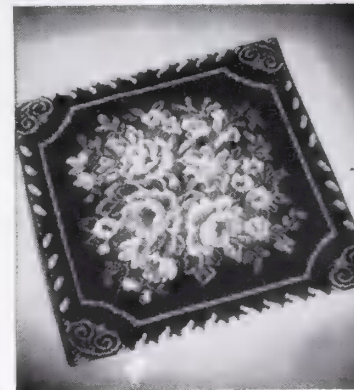
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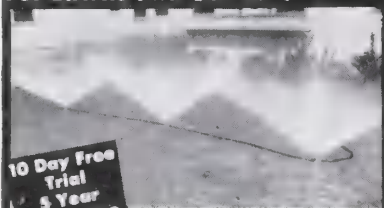
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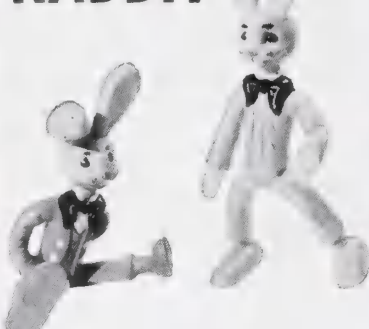


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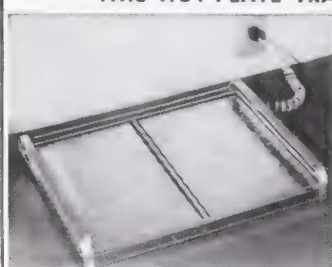
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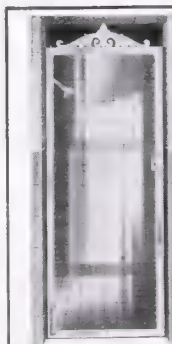
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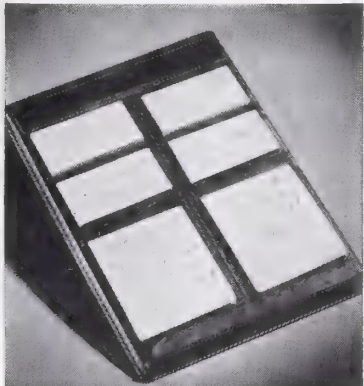
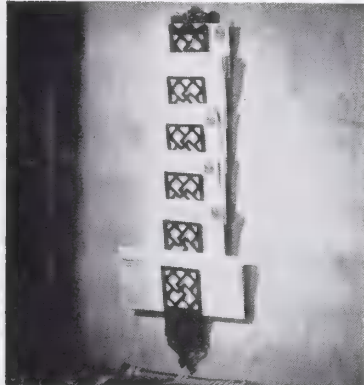


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Tweed Blends	Oriental Designs	Ovals

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Pattern pictured, 80" length, about \$2.79
panel. Others, ruffled or tailored, some in
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Makers of Wilbarry Lace Dinner Cloths

It's Worth MENTIONING

by Julie Polshek

At last, a porcelain-white kitchen radio that truly matches the appliances and décor it lives with! It's a knock-out—sleek lines, chrome dial, trim brass speaker grille, and a gleaming Dulux-finished cabinet. The performance of this 5-tube Crosley kitchen radio vies with its looks for top billing. Its full, rich, clear tone would do justice to a console radio. 7" x 13" x 7¹/₁₆". \$42.95. Macson's, 114 Greenwich St., New York, N. Y.



Meet the most amazing culinary innovation of many years—the Zipout. It simultaneously peels and de-veins fresh shrimps in a split second. So easy, too. What's more, de-veining shrimps before cooking enhances their sweetness and banishes cooking odors. There's still more! Peeled shrimps enlarge in cooking. They cook in only four minutes; emerge firm and with all flavor intact. \$2. Hammacher, Schlemmer, 145 E. 57th St., N. Y. C.

Nylon-weaving artistry hit a new high in the breath-taking imported nylon bobbinet used in these Whitehall ruffled tie-backs. The silky maline makes any window a bewitching vision. It's incredible that curtains so gossamer offer you long and carefree service. They launder as easily as stockings, dry right on the window, need no ironing. Shell pink, white. 90" length, single or double width. \$36.50, \$59.50. Horne's, Pittsburgh, Penna.



This 'N Icer created by Sponge Rubber Products took New York by storm. Its remarkable ice-keeping properties and price richly merit this clamorous reception. The gallon container handles ice, cold or hot food or drinks with equal mastery. The revolutionary expanded plastic used to make the flexible, feather-light bucket keeps them all "status quo" for hours. It sheds odors, tastes, stains, can't break. \$4.95, Lewis & Conger, N. Y. C.

(Continued on page 154)

Crescent

A NEW SOFA and CHAIR

by **KENMAR**



T

his beautiful curved front sofa with KOYLON[®] foam-rubber arms, TULATEX[®] rubberized filling and SUPER-SAGLESS[®] web bottoms is covered in LA FRANCE[®] sculptured hi-loop. Available at leading furniture and department stores.

Sofa priced at **\$179**

Slightly Higher South and West
*Nationally advertised products.

Chair to match **\$85**



PHOTOGRAPHY BY AUBREY JANION FROM CUSHING.

High in the spires of Notre Dame, these beloved gargoyles have been viewing the Paris scene for centuries. Medieval stone carvers, tongue in cheek, gave them whimsy. They make you feel impermanent but not unamused.

How to leave home and like it

by Louisa M. Comstock

Dates and rates are changeable. Prospective tourists should confirm this information with their travel agents, transportation companies, or hotels

Most midspring trips go one of two directions, either south to hurry summer, or up north to prolong winter. For those who prefer powder snow to perfume, it's nice to know that there are plenty of ski slopes doing business right along with the azaleas, the fruit blossoms, even the roses! Those popular Learn To Ski Weeks, for instance, continue through mid-April at places like Sun Valley, where you get everything including lessons for \$75, and Utah's Alta, and Nevada's Mount Rose, where they come for even less. The season's final Family Ski Holiday sponsored by the Hotel Jerome at Aspen, Colorado, is March 26 through April 8. Like the airlines' Family Trip Plan, it permits one parent paying full prices to bring along the rest of the family at a one-third reduction. And out in Oregon, the Portland Rose Festival, June 7 through 11, will as usual wind up with the Golden Rose Ski Tournament on Mount Hood, 63 miles east, where a new three-mile aerial tramway between Government Camp and Timberline Lodge has been making ski news since the first of the year.

Summer vacation preview

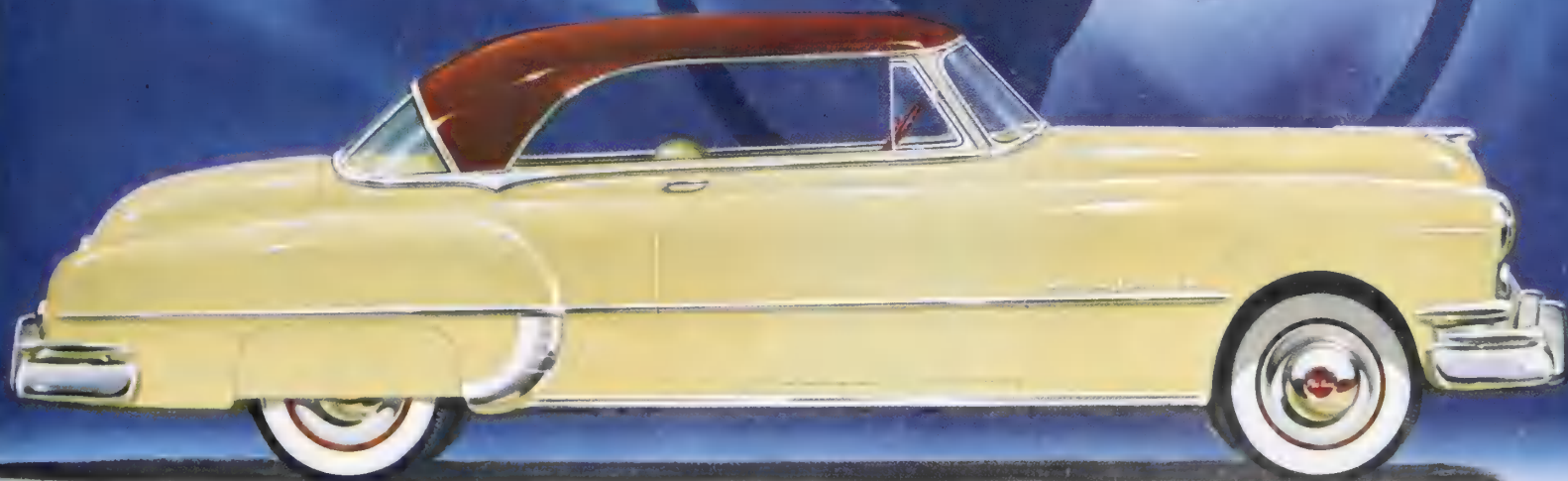
Need ideas for your next trip? Need guidance? Need a shove toward definite plans and reservations? Then you'll want to get out of your armchair and into one of the many annual travel shows this spring. For instance, for the latest in where to go, how to go, where to stay, what to do, and with what equipment, see these:

Chicago International Sports and Outdoor Exposition, March 3-12. St. Louis Travel and Sport Show, March 4-12. Buffalo Sportsmen's and Boat Show, March 17-24. Seattle Sports and Vacation Show, March 17-26. Canadian National Sportsmen's Show, March 25-April 2. Northwest Sports, Travel, and Boat Show, Minneapolis, April 3-16. Sports and Vacation Show, Des Moines, Iowa, April 3-16. American and Canadian Sportsmen's Show, Cleveland, April 20-29. Chicago Daily News International Travel Exposition, April 22-27. Southwest Sports and Vacation Show, Dallas, April 28-May 7.

Water, water everywhere

Florida, already a pioneer in numerous arts on, in, and under the water, now comes up with (Continued on page 65)

Announcing the Distinguished
PONTIAC
Catalina



Beautiful Proof that—Dollar for Dollar You Can't Beat a PONTIAC!

The Completely New Catalina is Available in Two Brilliant Versions . . . The Super De Luxe . . . and The De Luxe . . . With All the Dashing Grace of a Convertible . . . Plus the Luxury, Safety and Comfort of an All-Steel Body by Fisher!

Pontiac proudly presents the most beautiful automobile ever to bear the famous Silver Streak—the magnificent new Catalina.

Here is a car of such breath-taking beauty that you really must see it for yourself—there is no other way to appreciate how far it exceeds anything you have ever known before.

The Catalina is available in two models—the Super De Luxe, illustrated, and the De Luxe. Both have the swank and dash of a convertible and their all-steel Bodies by Fisher offer the best in safety and comfort always.

See this motor car masterpiece at your nearest Pontiac dealer. It is beautiful proof that dollar for dollar you can't beat a Pontiac!

PONTIAC MOTOR DIVISION OF GENERAL MOTORS CORPORATION

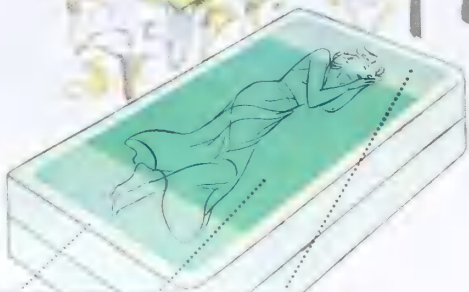
wake up *Fresh as Spring Air*



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You'll be delighted to see what nightly rest treatments on a Spring-Air can do for you. Here's a mattress that really helps nature restore your energy and glowing vitality. Spring-Air is scientifically designed to respond to your body contours yet give perfect posture support for more restful sleep. After even a few nights on a "Zoned Comfort" Spring-Air, you'd never settle for anything less. Let your dealer show you how Spring-Air helps get you *more real rest* from every sleeping hour.

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NATIONAL SLEEP SHOW
APRIL 17 TO 27

THE MATTRESS USED IN OVER 1000 FINE HOTELS • 2000 HOSPITALS • AND NEARLY 2,000,000 HOMES



for beauty in your bedroom

THE SUNSHINE OF PINE...

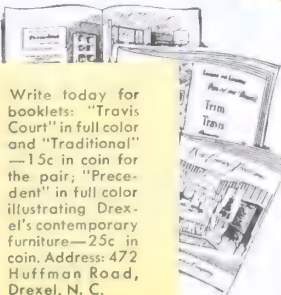
OR MAHOGANY'S WARMTH

The open-stock Melbourne Groups by Drexel give you a fresh viewpoint for bedroom decoration, whether you choose cheery pine or mellow mahogany. Both offer the richness of Georgian Chippendale styling—rosetted moldings, fluted corner posts, carved urns and husks, and swag and plume ornaments. Both provide the extra values of truly fine craftsmanship, dust-proofed, center-guided drawers, and honest, sturdy construction... Rare knotty pine or genuine mahogany on selected cabinet hardwoods

See the Melbourne Groups at leading stores—look for the "by Drexel" brandmark, your proof of fine craftsmanship and unusual value.



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These three papers also in Boxed Combination (a balanced quantity of sheets and envelopes in a box) at \$1.

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Eaton's fine Letter Papers in OPEN STOCK

EATON PAPER CORPORATION, CREATORS OF EATON'S FAMOUS HIGHLAND LINEN

Pittsfield, Massachusetts



HOW TO LEAVE HOME AND LIKE IT

CONTINUED FROM PAGE 60

the latest, and perhaps the most amazing: a water-ballet show under water. You can see it several times daily at Weekiwachee Spring, twelve miles west of Brooksville, thirty north of St. Petersburg, on U.S. 19, the Florida Gulf Coast highway. Here, seated in a glass-fronted "theater," eight feet below the surface, you watch a half hour's worth of graceful ballet with such liquid nonsense as eating and drinking under water, and a 100-foot dive finale. Part of its allure is that of all Florida springs, the unearthly shimmer of light and color that is always such a surprise once you are enabled to see under water. But more of it is the work of one Newton Perry, himself an underwater artist of note. Through his meticulous training, Weekiwachee's "mermaids," most of them teen-agers, manage to put on a continuous 30-minute show without once returning to the surface! It's done by gulping raw compressed air from a sizzling rubber hose, and occasionally ducking into an underwater "stage," a combination breathing station and decompression chamber.

New England's other half

In between historic shrines and antiques, you may just possibly, particularly if children full of questions are along, enjoy a close-up of an equally typical and familiar side of New England. Many manufacturing concerns, which make modern New England tick, now welcome visitors and will show them around. Among them are such household familiars as those who make Estey organs, Waltham watches, Rumford baking powder, Rock of Ages granite, Minute Tapioca, Pullman-Standard railroad cars, and Silex coffee makers. The list is available from the Recreational Development Committee, the New England Council, Tatler Building, Boston 12, Massachusetts, or you can make personal inquiry at the new Visitors' Center, housed in a log cabin on Boston Common.

Swiss spring

Spring is not one season in Switzerland. It is four. As the days grow longer, the skiing moves higher, and still the days are not long enough. From March to June the lower slopes tempt you to divide your time between skiing and that other famous Swiss sport, alpinism. At the same time millions of narcissi begin to gild the

hillsides above Montreux on Lake Geneva, and flower carpets spread upward from every valley. In May or early June you can pack four seasons into a single day, with winter sports in the morning, whatever you choose to do about spring flowers in the afternoon, then a late afternoon swim and an evening apéritif in the summer garden of a lakeside café. Right now, you will find you can pack an unusual amount of Switzerland into your travel dollar. The Swiss have not devalued their franc, but currency devaluations elsewhere have increased dollar values there. According to Trans World Airways, which increased its service to various European countries including Switzerland by some 50 per cent this spring, you can stay at such famous hostels as the Palace, the Kulm-Hotel, or the Suvretta-Haus at St. Moritz for no more than \$8 to \$16 a day with meals, and at top hotels in Arosa, Davos, Wengen, and Zermatt for \$7 to \$15. And if you go immediately, while off-season air rates are still in effect, you will find all-inclusive trips like that set up by Pan American through Haley Tours and Explorer for as little as \$655 for two weeks.

Open doors south

How better could you get a new spring perspective on your own way of living than by seeing how someone else does it? Of the myriad garden showings coming up through the deep and mid-south these next few months, many provide just such an opportunity, by inviting you into the house as well as into its garden. Here is a selection of garden events which include houses also, listed according to date, just in case you wish to hitch several together according to geography:

March 4 through April 2, Natchez Pilgrimage, Natchez, Mississippi. Six different half-day tours, offering together some thirty ante-bellum houses, much Old South atmosphere, with a Confederate Ball in the moonlight and magnolia tradition to occupy your evenings. Information and room reservations at private and ante-bellum homes: The Pilgrimage Garden Club, Stanton Hall, Natchez, Mississippi. Hotels: the Eola Hotel, the Natchez Hotel.

March 20 through April 15, Historic Homes Tours, Charleston, South Carolina. Four half-day

(Continued on page 161)



How we retired with \$200 a month

WE'RE having a wonderful time, Betty and I. We're doing all the things we've dreamed of doing. We're really living. Summers, we pack the car and take trips. And it's all thanks to a check for \$200 that comes by mail, regular as clockwork, every month!

The neighbors think we're rich. Few guess the truth. Actually, almost anyone can provide the regular income we have—if he starts young enough.

Luckily for me, I was about forty when Betty began to worry about our future. "You're going to want to slow up in a few years," she'd say. "You won't always want to work." And I'd laugh. Because I felt fine. "I still have twenty good earning years ahead of me," I'd answer.

But one day she stopped me. She asked me how much I'd earn in the next twenty years—not counting raises. I did some quick arithmetic, multiplying my salary by 20. It ran up into *six figures*! I gave her the answer, and grinned.

Betty wasn't impressed. "How much of that do you think we'll save?" she asked. I had to be honest. We were spenders. "A thousand or two," I admitted.

"That's just our trouble," she said. "We can't seem to save. That's why you ought to get one of those retirement income plans. *And now.*"

I could see that Betty was right. Most of

what I'd earn in the next 20 years would go—as it always did—unless I made some systematic plan for our future then and there. So I looked into the subject and discovered the Phoenix Mutual Retirement Income Plan.


It was a way I could make part of my salary *now* buy me a retirement income *later*. All I needed was to start in time.

With a Phoenix Mutual Plan, I could get a check for \$200 a month for life, starting in 20 years, when I reached 60.

Betty and I were both mighty happy the day I applied and qualified for my Phoenix Mutual Plan. Right away it gave us a feeling of security. But the big day came, twenty years later, when our first Phoenix Mutual monthly check for \$200 arrived in the mail. I *retired*. Now Betty and I are having the time of our lives—with no money worries.

Send for Free Booklet

This story is typical. Assuming you start at a young enough age, you can plan to have an income of \$100 to \$200 a month or more—starting at age 55, 60, 65 or older. Send the coupon and receive, by mail and without charge, a booklet which tells about Phoenix Mutual Plans. Similar plans are available for women—and for employee pension programs. Don't delay. Send for your copy now.

 ESTABLISHED 1851 PHOENIX MUTUAL <i>Retirement Income Plan</i> GUARANTEES YOUR FUTURE	
PLAN FOR WOMEN	PLAN FOR MEN
PHOENIX MUTUAL LIFE INSURANCE CO. 801 Elm Street, Hartford 15, Conn. Please mail me, without cost or obligation, your illustrated booklet describing Retirement Income Plans for women.	PHOENIX MUTUAL LIFE INSURANCE CO. 801 Elm Street, Hartford 15, Conn. Please mail me, without cost or obligation, your illustrated booklet showing how to get a guaranteed income for life.
Name _____	Name _____
Date of Birth _____	Date of Birth _____
Business Address _____	Business Address _____
Home Address _____	Home Address _____

SAVE Now you can have
this completely modern ranch house
sensationally priced for budget buyers

6 Big rooms
3 Bedrooms
1½ Baths



Here is your dream house—delightfully situated in a strictly residential neighborhood. Perfectly planned inside, the house features a spacious living room, 3 generous-size bedrooms and a handsomely appointed kitchen (including range and refrigerator).

PREFERENCE TO VETERANS

OVERLOOK ESTATES

211 BEECH STREET

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\$14,500



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**IDEAL HOME—BUILT FOR A LIFETIME
7 ROOMS—BEST CONSTRUCTION \$16,200**

Here is the home you've been looking for. Tastefully styled and so built by expert craftsmen, it offers that last word in comfort and convenience. The house is perfectly located in the middle of a spacious landscaped site and surrounded by homes of distinction. Seven rooms include separate dining room, modern kitchen, tiled baths, attractively decorated bedrooms. Convenient to schools and churches.

SEE IT TODAY

BUY IT TODAY

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HALING'S MANOR

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NEW 1950

MODEL HOMES

IN LINDEN VALLEY

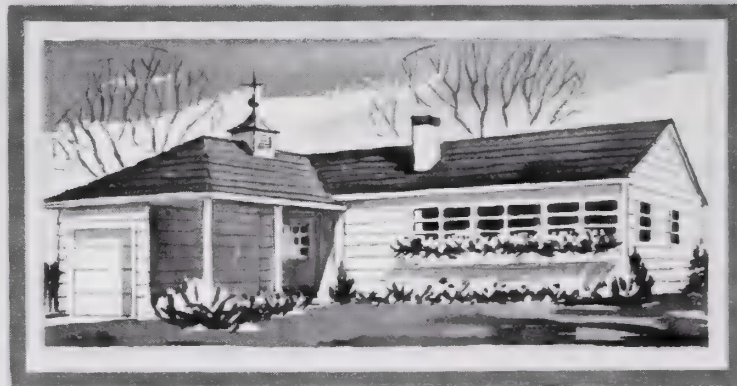


Perfect country living in quiet, unspoiled surroundings yet only minutes away from the city. Before you buy visit these strikingly beautiful homes. See for yourself their distinguished architecture, finely styled interiors, up-to-date equipment. Invest in happiness in Linden Valley.

A. J. Rild & Assoc.

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Prices from
\$12,750



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**ULTRA-MODERN
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HOUSES**

All the luxuries of modern living are packed into these amazingly new homes in Westmere. Here you get—not 4, not 5, but SIX rooms plus all of the advantages of the newest ideas in contemporary design. Imagine 2 or 3 over-sized bedrooms, a complete kitchen, attached garage, full basement for this sensational price.



You'll have to act fast because these roomy, beautifully landscaped houses are going like hotcakes. Distinguished

Amazing Values

Don't miss this great chance.

The biggest little house your money can buy

6 Rooms \$14,990

The pros and cons of the ready-built house

by Elizabeth Gordon

Who should buy one?

When should you buy one?

How do you tell a good value?

Who should *not* buy one?

FOR years HOUSE BEAUTIFUL has watched ready-built houses go up by the millions. Our reactions have ranged from mild shudders to acute anguish. Very seldom have we seen any that we could heartily approve of as good places in which to live.

We have done no public denouncing of the builders who put up these bad houses because we have become convinced that part of the cause of mediocrity is the customer who buys the house. The house buyer doesn't demand enough in the way of value. If you don't believe this, you should know that the best-selling models are generally the poorest—in design, convenience, orientation, and floor plan. We know builders who have tried to better their product. They report, resignedly, they have trouble selling progressive, forward-looking houses—but no trouble selling average, not-so-good models.

Amazing, isn't it, that people making the biggest purchase of their lives are so untrained in how to buy?

HOUSE BEAUTIFUL believes the buying public has retarded progress in the ready-built house. In fact, it is our opinion that in any type of buying the customer gets what he asks for. If he doesn't *ask*, he doesn't *get*. So the way for America to get better ready-built houses is for buyers to learn how to shop.

In this issue we have assembled a number of good ready-built houses for you to study. We show how to analyze their value. You need to break down the sales price into the integral parts of land value, lot size, house area, house equipment, landscaping, etc. For you cannot compare sales price to sales price without knowing what the sales price represents in tangible components.

Too many people shop for houses by the number of rooms, instead of shopping for total living area. Four bedrooms, if they are tiny, offer less good living than three reasonably-sized bedrooms. A separate dining room, if it sacrifices the size, livability, and graciousness of the living room, is a delusion. So the number of rooms is no gauge of a better house. Judge instead the square footage or cubic footage of enclosed living space.

Compare costs per square foot or costs per cubic foot. If you compare such common denominators, then you really compare. Beware of loose adjectives like "amazingly roomy" or "spacious living area." They tell you absolutely nothing.

Buyers of ready-built houses demand so little in the way of quality in design and (Continued on page 153)

Study the good ready-built houses on the next 25 pages →



A glass wall with a real purpose encloses this L-shaped living room. It gives you winter sun, privacy, a view of your own garden. What's more, you can slide back its glass doors to admit summer breezes from south and east. Built-in cases (right) indicate thoughtful designing.



ALL PHOTOGRAPHS BY MILK MEISEL-PHOTO ASSOCIATES



DeWitt and Swank
Architects

Joseph Lambert
Landscape Architect

American Home Realty Co.
Builders

A carport where it should be, close as possible to the street, protects northwest corner of house, screens service yard and entrance. This one holds two cars, has a long storage wall for garden tools.

A good plan for climate-wise living

You don't often find such intelligent design, generous scale, and good materials in a subdivision house

by James Marston Fitch

SALE PRICE \$18,950

Lot value \$3,400

Lot size 84 x 137 ft.

Landscaping yes

House cost \$15,550

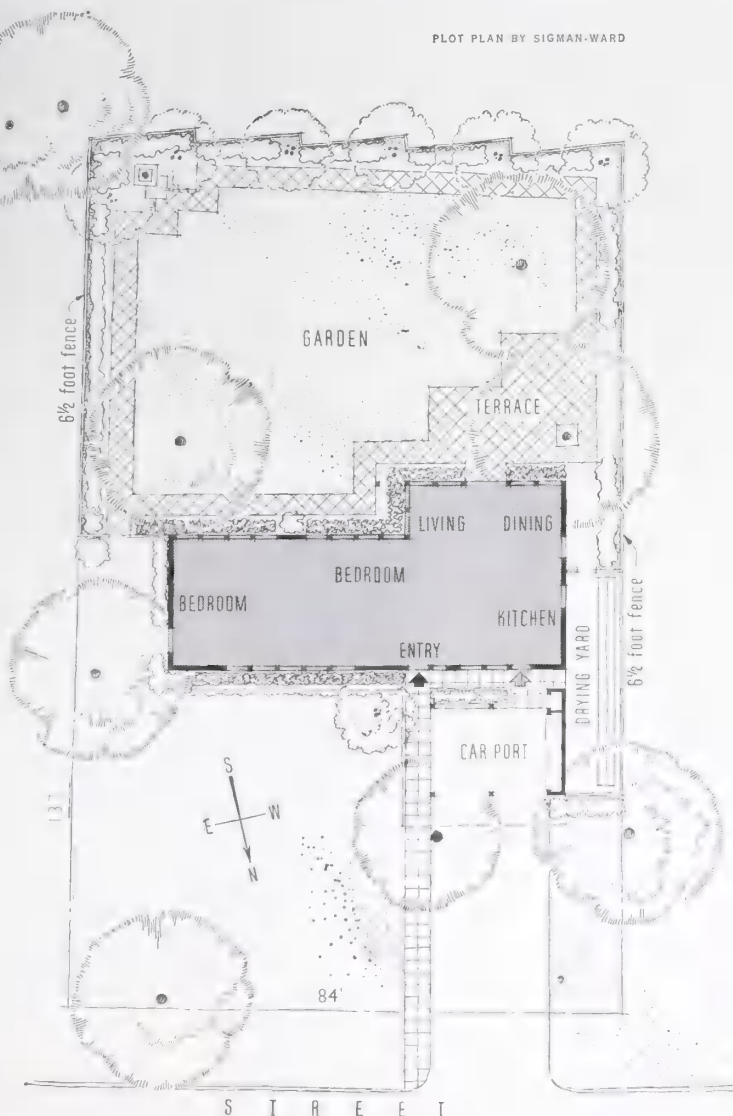
House size 1,730 sq. ft.

Cost per sq. ft. \$8.99

No. of rooms . . . 5, 1½ baths

Appliances . . . Electric range,
hood, and fan; refrigerator;
dishwasher-garbage disposer;
automatic laundry; cabinets

PLOT PLAN BY SIGMAN-WARD



If you live in Dallas, this is a model house worth going to see. But no matter *where* you live, if you plan to buy a ready-built house, this house is worth studying. For it has many of the features you should shop for. Take the price, to begin with—\$18,950 is a lot of money. But this house happens to be unusually large, so that the cost per sq. ft. works out to \$8.99. With custom-built houses running from \$12 to \$20 per sq. ft., you can see the point.

But price is not the only thing to consider in buying a house any more than in a suit or a car. You should check the orientation and landscaping of the lot. You should analyze the plan for siting, room size, and arrangement. Finally, you should check materials and workmanship of the house itself.

This house rates well on all three counts. If you study the plot plan (left) you'll see how cannily it uses a north-front lot. By simply placing an enclosed garden across the rear and concentrating carport and service facilities at the northwest corner, it wins privacy, outlook, and best exposure for all main rooms. For other details about the plan and workmanship, turn the page.

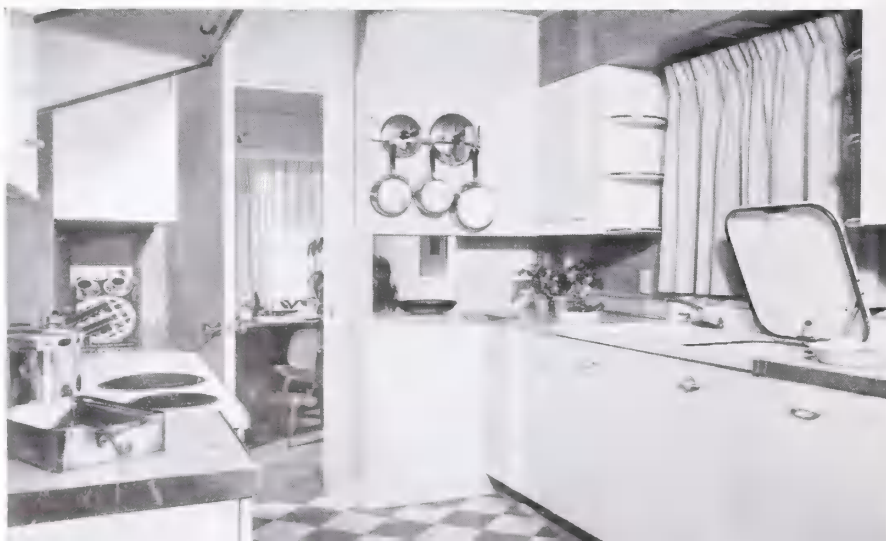


ALL PHOTOS FROM PHOTO ASSOCIATES

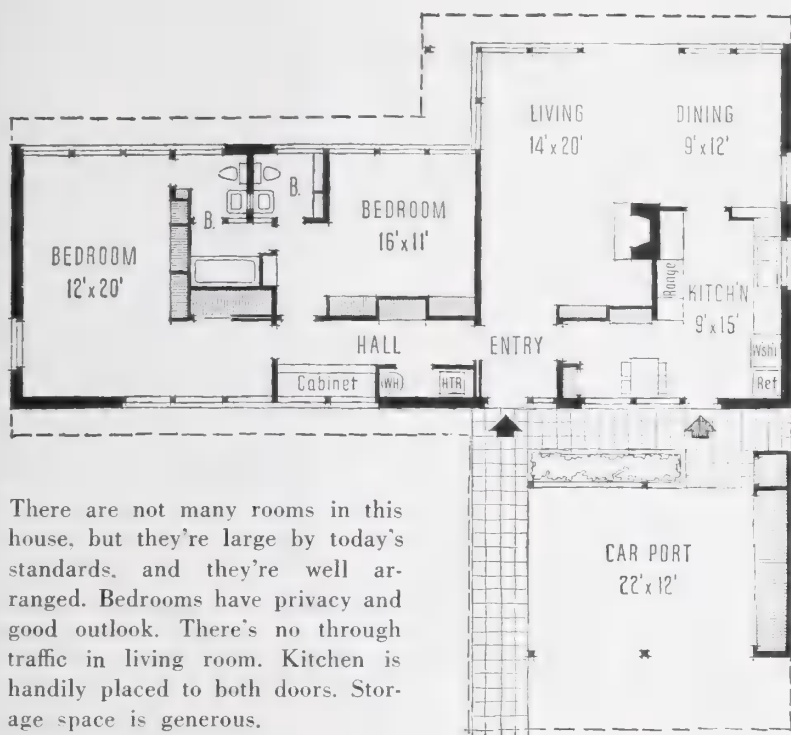
A good plan for climate-wise living

(continued)

When you look at a ready-built house, keep an eye peeled for built-in features. The more cabinets, storage walls, and shelving it comes equipped with, the less furniture you'll have to buy. This Dallas house is well-equipped with such features. For instance, there's a cabinet wall between dining area and kitchen that will take your best china and table linen. Note handy pass-through at counter height.



You can easily spend a small fortune on a kitchen that comes unequipped. So be sure you understand what's included in the sales price of a ready-built house. In this case, it included everything but the skillets—range, range fan, refrigerator, garbage disposer, dishwasher, laundry, and all cabinets. As you can see from the plan (above, right), kitchen is handily located.

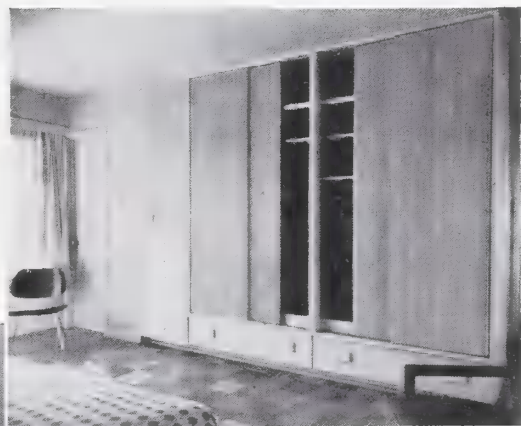


There are not many rooms in this house, but they're large by today's standards, and they're well arranged. Bedrooms have privacy and good outlook. There's no through traffic in living room. Kitchen is handily placed to both doors. Storage space is generous.

Too often the bedrooms in ready-built houses are mere sleeping boxes—without privacy, outlook, ventilation, or storage. You can see this is not the case here. A south window-wall gives this bedroom sunshine, garden view, breeze. Windows on facing wall give it real cross ventilation. And a storage wall (right) provides ten running feet of hanging space, as well as shelving and drawers. Grilles over cornice are for heating.



This tile-floored corridor takes all traffic—a good way of reducing wear and tear on floors and rugs in the rest of the house. Behind closet door at left is the gas-fired, forced warm-air furnace which heats the whole house.



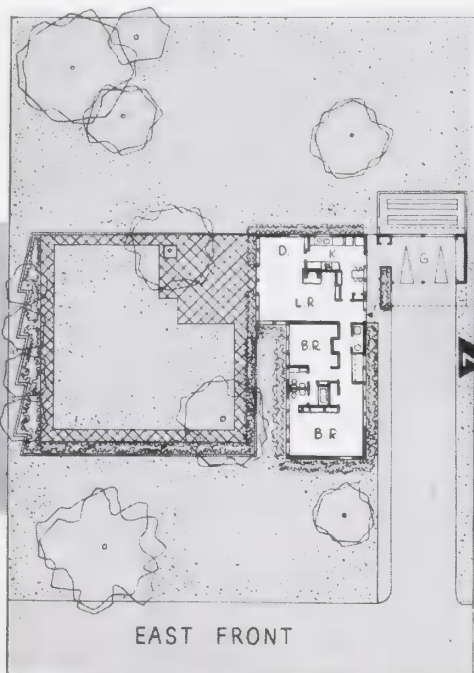
A good plan for climate-wise living

(continued)

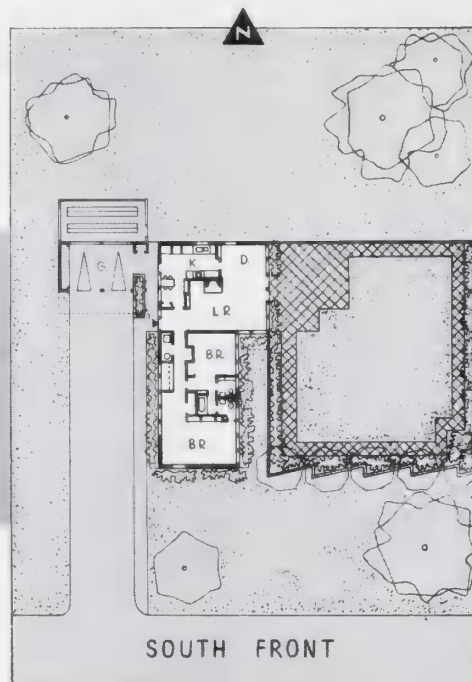
See how this basically good plan
works on three different exposures



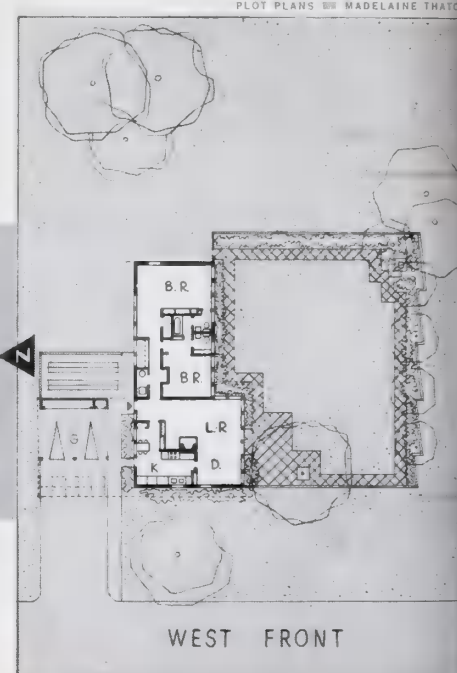
A raised tile platform between carport and house wall gives fine, wet-weather access to both front and service door



This plan works pretty well on east-front. Obviously, these 3 variations would work on narrower lots than for north-front.



Flopped over, with garden at east side, plan would keep all climate features. But it's a long way from front door to street.



Turned sidewise on a west-front lot, plan would give south and east exposure to main rooms. But service door is badly placed.

Better your living



HOUSE BEAUTIFUL'S
CLIMATE
CONTROL
PROJECT

with climate control

FOR MORE DETAILS ON THIS HOUSE, TURN TO PAGE 158

One reason merchant builders can often offer you a cheaper house than you can build yourself is that they build the same house over and over. Now assuming that it's a good design, there's nothing wrong with that. But it's very wrong indeed when, as they so often do, they slap the same house down in the same way on lots of different exposure. To show you what we mean, let's take this Dallas house; it's designed for a north-front lot and the plan works well *for the particular exposure*. But you can't move it across the street or around the corner unless you change the way the house sits on the lot, *because climate is not symmetrical*. The three plot plans above show how you could place this house on west, south, and east front lots respectively. Good exposure, outlook, and privacy for main rooms are maintained in all three, although none is quite as good as the original. Moral: If the stock plan won't fit your lot, change it till it does.



PHOTOGRAPHS BY ULRIC MEISEL/PHOTO ASSOCIATES

↑ Street front of Dallas house (above) shows many climate-wise features: sun-reflecting white roof, ventilated attic, minimum windows on north wall. Carport, with garden storage wall beyond, shields house from midsummer setting sun and winter winds. Insulated ceilings and double brick walls give added protection against heat and cold.

↓ Garden front (below) shows how window-walls along south wall give rooms summer breeze, winter sun, privacy. This picture, taken at noon in mid-November, shows how roof overhang admits winter sun. High wood fence and tree (extreme left) protect terrace and living room from heat of late afternoon sun, July to September.





This little house proves that a minimum budget doesn't have to mean nondescript appearance. Good basic form is a sound investment.

← See how glass wall increases apparent size of living room. To throw maximum space in this area, bedrooms and bath (off hall at left) were kept small; but all have good storage space, lots of glass.



It takes a lot of figuring to get an L-shaped living area 19' x 23' into a house of this size. To do it, the builder had to cut some corners pretty close. For instance, he has the front door opening directly into the living room. But its fireplace and the big glass wall make up for such shortcomings.

You couldn't build it yourself

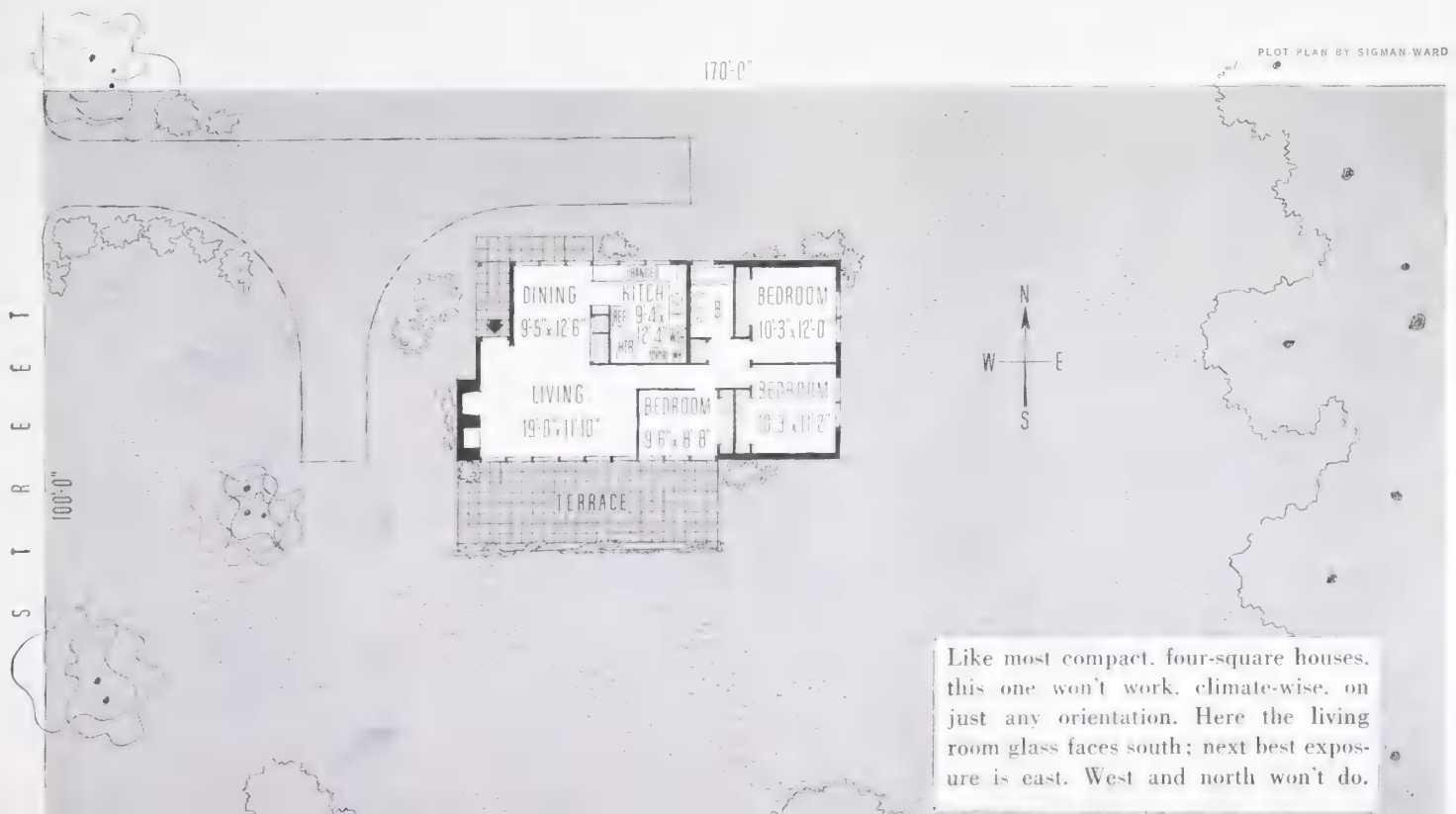
for \$12,800

This ready-built house in Washington, D. C., has so many good points that—even with its deficiencies—you'd be hard put to match it on a custom-made basis

SALE PRICE \$12,800

Lot value \$2,050
 Lot size 100x170 ft.
 Landscaping yes
 House cost \$10,750
 House size 1,050 sq. ft.
 Cost per sq. ft. \$10.24
 No. of rooms 6
 Appliances gas range,
 cabinets, attic fan

Don't expect any ready-made house to suit you perfectly. There'll always be shortcomings of some sort. But some faults can be corrected and some can't. For instance, this house is woefully short on storage space for bulky items like trunks and prams. It has no garage and no storage space for garden furniture, tools, etc. But that's a flaw you *can* correct. On the other hand, this house has no picture window looking smack into the neighbor's garage. That's a fault you *can't* correct. Instead, it sits on a big, countryfied lot whose natural beauty the builder has had the wit to preserve. These are the sort of comparisons that will help you make intelligent decisions. For more shopping tips, turn the page.





The dining alcove is roomy ($9\frac{1}{2} \times 12\frac{1}{2}$ ft.) and looks even bigger—thanks to its glass wall. It is separated from the kitchen by a closet wall for coats, china, and brooms. Kitchen is compact but—without doors or kitchen fan, odor control would be difficult.

You couldn't build it yourself

(continued)

Charles M. Goodman
Architect

Hollin Hills, Inc.
Builders

ALL PHOTOGRAPHS BY BOB LAUTMAN



Chimney wall and entrance porch screen house from hot west sun. By running attic fan on hot days and using furnace fan to pull in cool night air, you should be comfortable here all summer. Insulated roof and walls, plus forced warm air, guarantee winter comfort.

FOR MORE INFORMATION ON
THIS HOUSE, TURN TO PAGE 173



You can see that this house has an unusual amount of glass. And that means good, glareless daylighting. But to hold down costs, the builder has used a minimum of openable sash. If it weren't for the attic fan, this might be disastrous in a typical Washington summer.



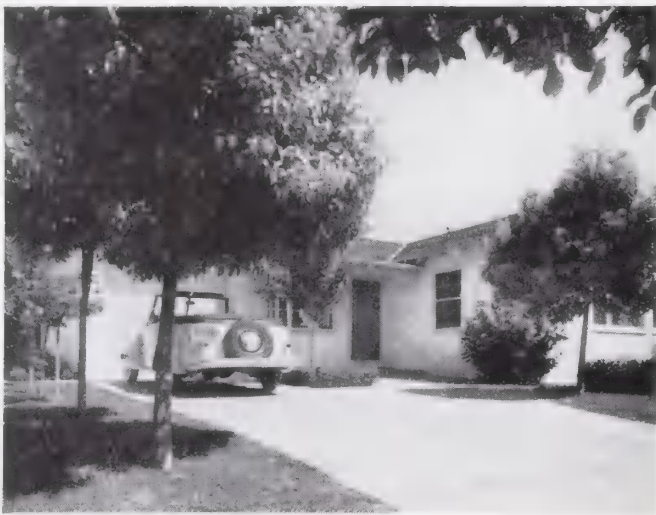
You might not like the front door opening directly onto the fireplace. But how many houses of this size—and price—have a fireplace at all nowadays? This one is complete with woodbox and circulator; a 6-ft. glass screen behind end-table would stop drafts.

Glass wall in living room has many good points. Facing south, it gets winter sun, gives room increased spaciousness and excellent outlook. Glass door at right opens onto brick terrace (included in sales price) which increases warm-weather living area.



A garden can banish subdivision monotony

See what landscaping did for a run-of-the-mill house. Now it has a distinguished look, privacy, hidden service, safe play space



Nothing conventional about this "foundation" planting. Row of dwarf trees (five in all) extends across front of house, shades bedroom from afternoon sun. Owners widened drive to make enough walk space to let you pass wet car without brushing your clothes against it.

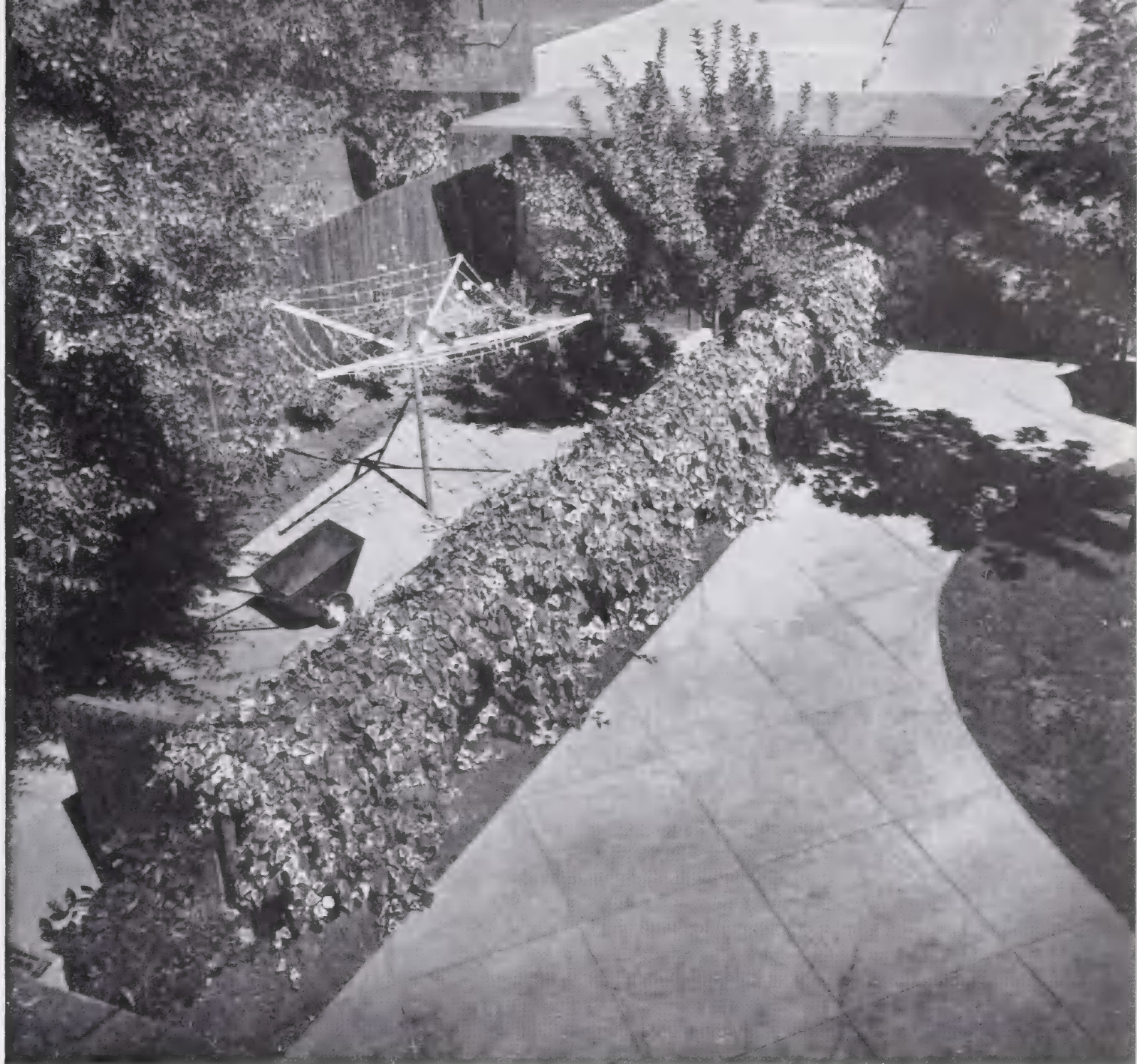
Garden designed by **Thomas Church**
Landscape Architect

You wouldn't expect so much privacy next to a supermarket (background). Here's what owner N. Taylor Bradford, Jr. did: Wood fences screen lot on three sides (hedges would have done the job). Lawn deadens sounds that hurdle fences, also helps keep the yard cooler.

SALE PRICE	\$8,500
Lot value	\$750
Lot size	55 x 125 ft.
Landscaping	none (owners spent \$1,750)
House cost	\$7,750
House size	1,219 square feet
Cost per sq. ft.	\$6.35
No. of rooms	5
Appliances	none

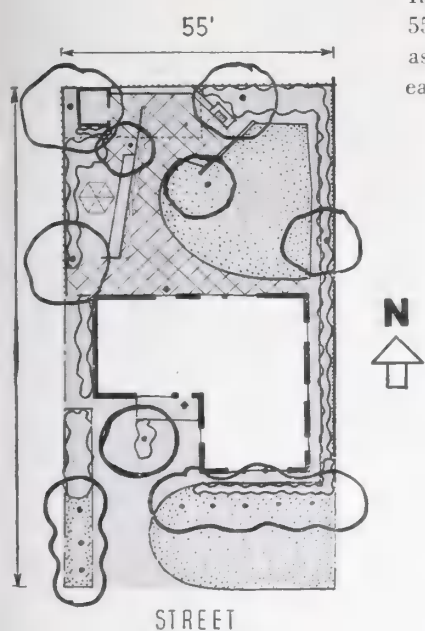
PHOTOGRAPHS BY MAYNARD PARKER





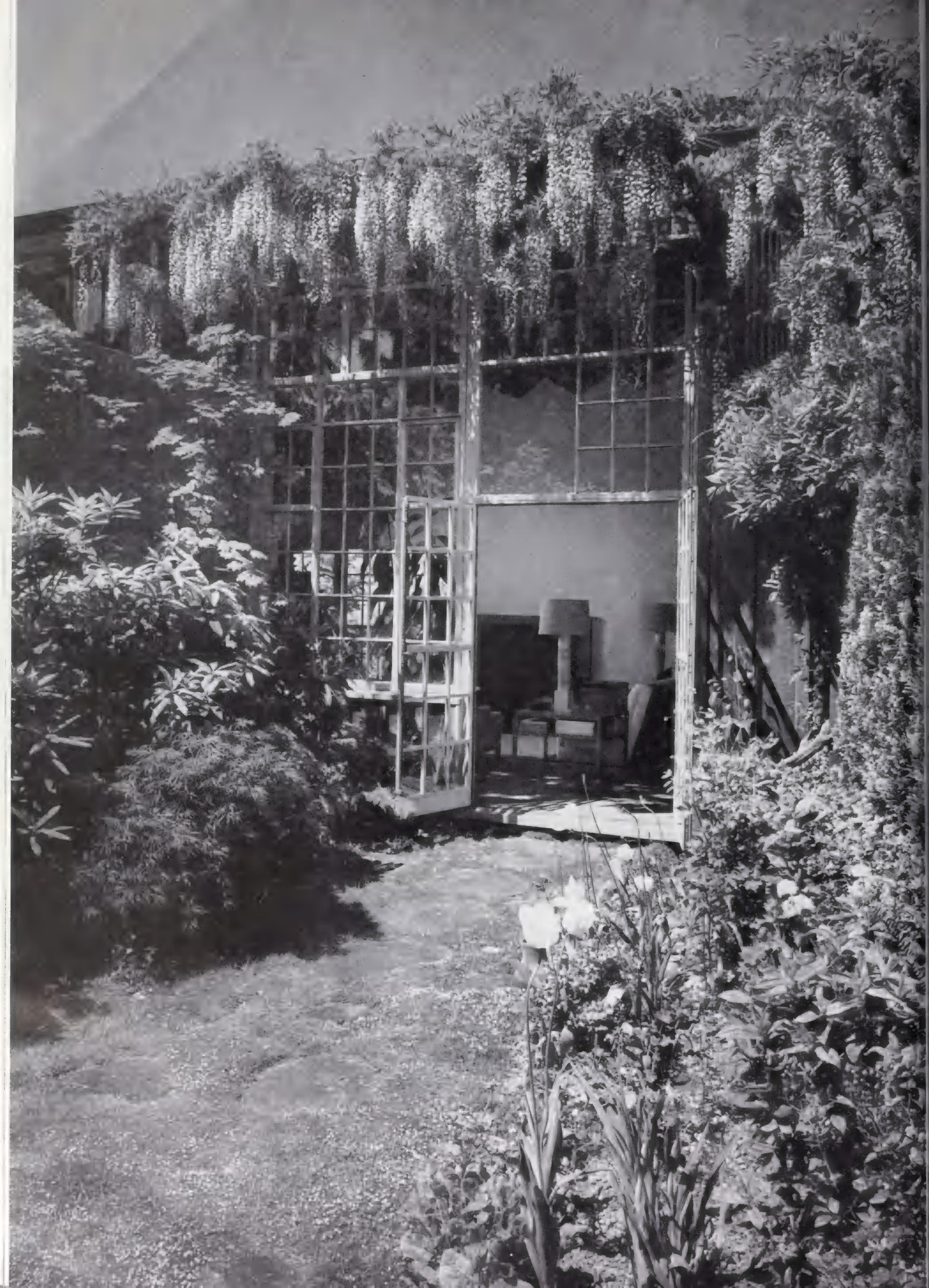
Imagine having such a spacious, hidden service yard on a lot only 55' x 125'. Locate it on the noisy side of your yard and it acts as an efficient sound stopper. Pave it for all-year dry footing and easy cleaning. Another view of this yard is shown on page 162.

MORE PICTURES ON PAGE 162



Where can you find a subdivision house with so much livable space outdoors? Here is ample seating, a place to cook and eat, a choice of sun or shade to sit in, and still space for flowers—prize roses (foreground). You don't need an estate to indulge in hobby gardening.





What you can learn from custom-built houses

You could demand—and your builder could produce—a better house by following the rules architect Terry used in this small Seattle home

Roland Terry

Architect—owner

1. Keep the shape as simple as possible. Odd-angled walls and complex roof lines run costs up.
2. Don't chop up the interior needlessly. Partitions, doors, and trim cost money.
3. Concentrate the space you *can* afford where it means the most, as Mr. Terry has done here in his living room.
4. Use simple materials and use them honestly.
5. If you can't afford both space and fine finishes, buy space. You can always add the finish.

DRAWING AND PLAN BY SIGMAN WARD



This house is built on a plot that slopes down from the street toward the west. There's a fine view in that direction, and to make the most of it, the architect has put a terrace off the living room. But the prevailing winds are also from the west. So he has used the garage and kitchen wing to create a small, wind-free garden on the east. Wood fences give it privacy from street and neighbors.

Would you guess that this floor plan has less than 950 sq. ft.? Which proves it's not so much the space you've got but how you use it that counts.

FOR MORE INFORMATION,
TURN THE PAGE.



ALL PHOTOGRAPHS BY DEARBORN-MASSAR

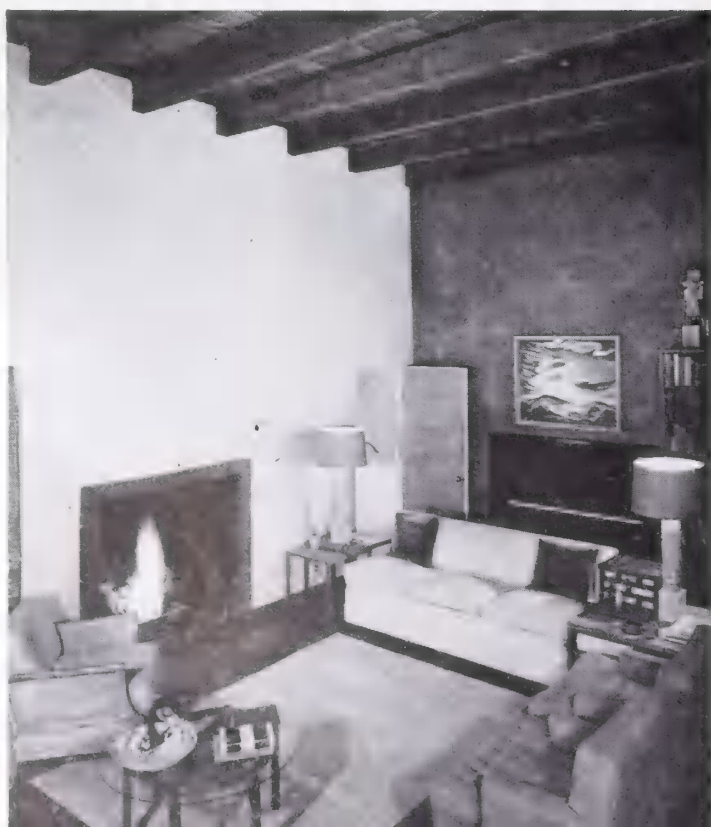


The dining room has south windows (out of picture at left) and a nine-foot ceiling. See what a sense of space a good plan and furniture layout can give even a small house.

The living room, seen here from the entry, opens out onto a west terrace which commands a fine view. In hotter climates than Seattle, you need first-rate outdoor shading for such a window.

What you can learn from custom-built houses

(continued)



Only extravagance in house is the 14-foot ceiling height in living room. You could save about 2,500 cu. ft. by lowering it to 8 feet, but you'd lose a lot of distinction at the same time.

For all its air of elegance, this room is built of just about the simplest materials imaginable. Wood roof framing is exposed. Two walls are of plywood (rubbed down with pigment and beeswax) and two are of plaster. The steel sash were second-hand. Note the space-saving recess for a piano.



Using big things but fewer of them, combining boldness with simplicity, makes a small room feel larger, quiet, and uncluttered. Keeping horizontal surfaces low helps, too. Table tops are of bleached cork. Fireplace grille is early California window grille, found in junk yard.

The colors of the desert itself are reflected in the natural redwood siding on the front of the house and the deep mauve of the other walls of cement plaster. See how the high fence jutting out from the side of the house provides privacy for the terrace shown on opposite page.



A little house with no clichés

SALE PRICE \$6,800

Lot value \$1,150
 Lot size 103 x 100 ft.
 Landscaping partial
 House cost \$5,650
 House size 898 sq. ft.
 Cost per sq. ft. \$6.29
 No. of rooms 4
 Appliances . range, refrigerator,
 cabinets

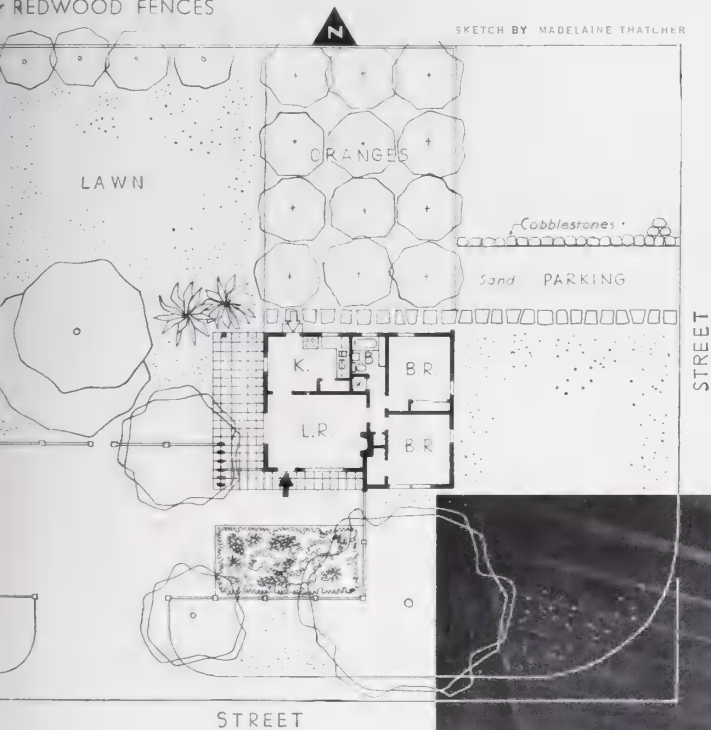
This is one of 153 development houses. It shows that you don't have to settle for hackneyed design, even in low-cost houses

by Mary Roche

Individuality and low cost do not, as a rule, go together. When you are struggling to save pennies, it is only human to stick to the well-worn path of the tried and the trite, and leave original ideas to those who can afford to pay for them. But you don't *have* to—as this little house bears witness.

This is no copy-book house planted as if by accident in the middle of the desert. It is one of 153 houses in a development, and individuality starts with the relationship of these houses to each other. There are 25 variations, in design and plan, but they all share the big thing that (Continued on page 87)

REDWOOD FENCES



ALL PHOTOGRAPHS BY MAYNARD PARKER

When you're shopping for a ready-built house, look for "extra" rooms like this outdoor living-dining terrace. In a small house it means a lot. Here you can relax and/or entertain, enjoy the view and complete privacy. (See plan above.) This feature of better living is typical of all 153 houses in this Palm Springs, Cal., development.



A little house with no clichés

(continued)



Tailored trimness gives the small bedroom an air of serenity. Draperies of inexpensive unbleached Osnaburg, hung from ceiling to floor, increase the illusion of space. All lampshades throughout the house are of calfskin parchment that stands up well in the desert climate.



Location of the dining area at one end of the kitchen makes for easy service and an attractive view from the living room. The wrought-iron furniture is finished in a pleasant brown called antique sherry, and the seats are covered in a shade of blue that blends with blues in living room.

Eating in the kitchen is fun if the room is given character with lively colors. The ceiling and the wall behind the sink are an orangey pomegranate, while the three other walls, the appliances, and cabinets are white. The curtains are practical, basketweave cotton in rich brown.





Two five-foot sofas plus two armless chairs across the room (see page 84) can seat six people comfortably, eight without too much crowding. Same carpeting is used throughout the house. Watercolor by Anne Williams.

ought to head your list when you shop for houses. That is privacy. It is achieved partly by the plan, partly by the landscaping, but most of all by the fences. Each fence was designed as part of the house itself and in turn makes the site a part of the house. Likewise the landscaping is an architectural device that does an important job. See how the big tree at the west of the plot shades the terrace from the afternoon sun.

You will find no clichés in the decorating either. Instead of pat color schemes, the desert hues come indoors and flow through the house. This in itself makes the rooms seem bigger since your gaze drifts to the landscape beyond the windows without the interruption of contrasting colors. The furniture and accessories are few in number, simple in line, and large in scale. There is no clutter of dinky pieces to suggest a doll's house.

This kind of planning, inside and out, makes a small house *feel* twice as big as the yardstick says it is.



Handblocked draperies that double as decorative murals were designed by Robert Weaver Stevens. Fabric is same as that on sofas—sandy beige cotton flecked with gold.

Paul W. Trousdale & Associates, Developers
Allen G. Siple, Architect
Edward Huntsman-Trout, Landscape Architect
Neblett & Williams, Interiors



The balcony along the southeast serves all three bedrooms. Below it, dining room and kitchen open onto a brick-paved terrace. Slatted roof, rail and floor of balcony give all rooms protection against summer sun. The front door, alongside the carport, is at living-room level.

Few ready-built houses have full-scale dining rooms like this. And, in a Midwest climate it should be comfortable the year round. Sunk half below grade, it will benefit from earth's constant temperature (50° F.). Windows give it winter morning sun, cross ventilation in summer.



Don't fall for a fancy façade

Too often you find the same bad plan behind a variety of fronts. So shop for a house like this that backs up looks with livability

by James Marston Fitch

You probably object to what you call that monotonous sameness in ready-built houses. Most people do. So, to please you, some builders try hard to get individuality. The only trouble is that you demand—and they supply—the wrong kind of individuality. You act as though you buy a house merely to look at from the street (a sort of postman's-eye view of the world). And to meet this attitude, the builder takes his stock plan and merely slaps on a dozen postcard façades. Yours is shingled, the Smiths' is bricked, the Joneses' is plastered, and so on and on.

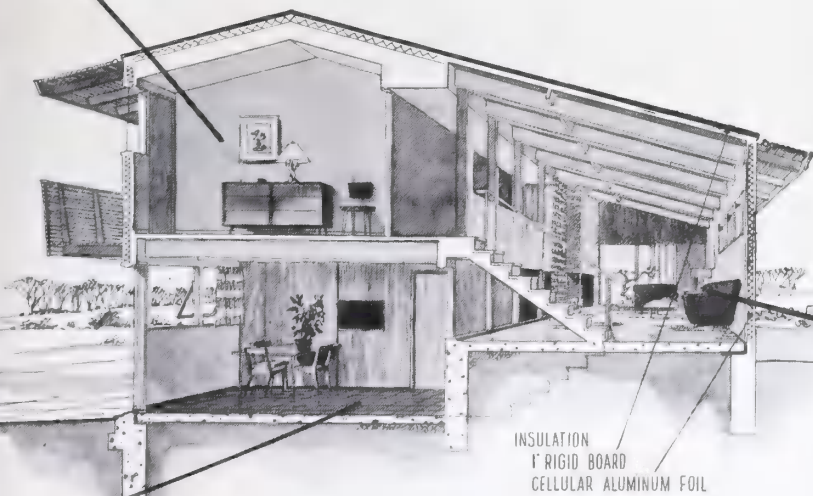
Both you and the builder are wrong: and this ready-built house in Kansas City might show you why. Now, it's no "ideal" house. But it does have individuality. It's the kind of house you can live in with pleasure because it pays more attention to the family's needs than to the neighbors'. It can be fitted to many different exposures and slopes. A block of them can be sited so that they "look different" and still have privacy, sun, and view. So study these and the next two pages; they'll show you how to shop for real individuality in a ready-built home.

SALE PRICE \$15,100

Lot value \$1,325
 Lot size 90 x 179
 Landscaping yes
 House cost \$13,775
 House size 1,400 sq. ft.
 Cost per sq. ft. \$9.84
 No. of rooms 6
 Appliances . . range, refrigerator, dishwasher-garbage disposer; cabinets; automatic laundry and dryer.

David B. Runnells
 Architect

Donald H. Drummond
 Builder



A "split-level" floor plan adds to the interest and livability of this house. It gives quite an air of distinction to the living room (right). And it guarantees positive cross-ventilation to every room in the house. Other provisions against Midwest weather include complete insulation (rigid in roof, foil in walls); a gas-fired, forced warm air system which can be used for summer ventilation; and minimum glass to west.





Front door is protected from north and west by mass of carport and workshop (out of picture at right). This workshop, with its south windows, potting bench and shelving is the sort of detail that you seldom find in ready-made houses.



Living-room terrace is off southwest end of house. You'd need trellises or trees or both to make the terrace comfortable on summer afternoons. However, the dining-room terrace would always be shady then.

PHOTOGRAPHS BY HEDRICH-BLESSING STUDIOS

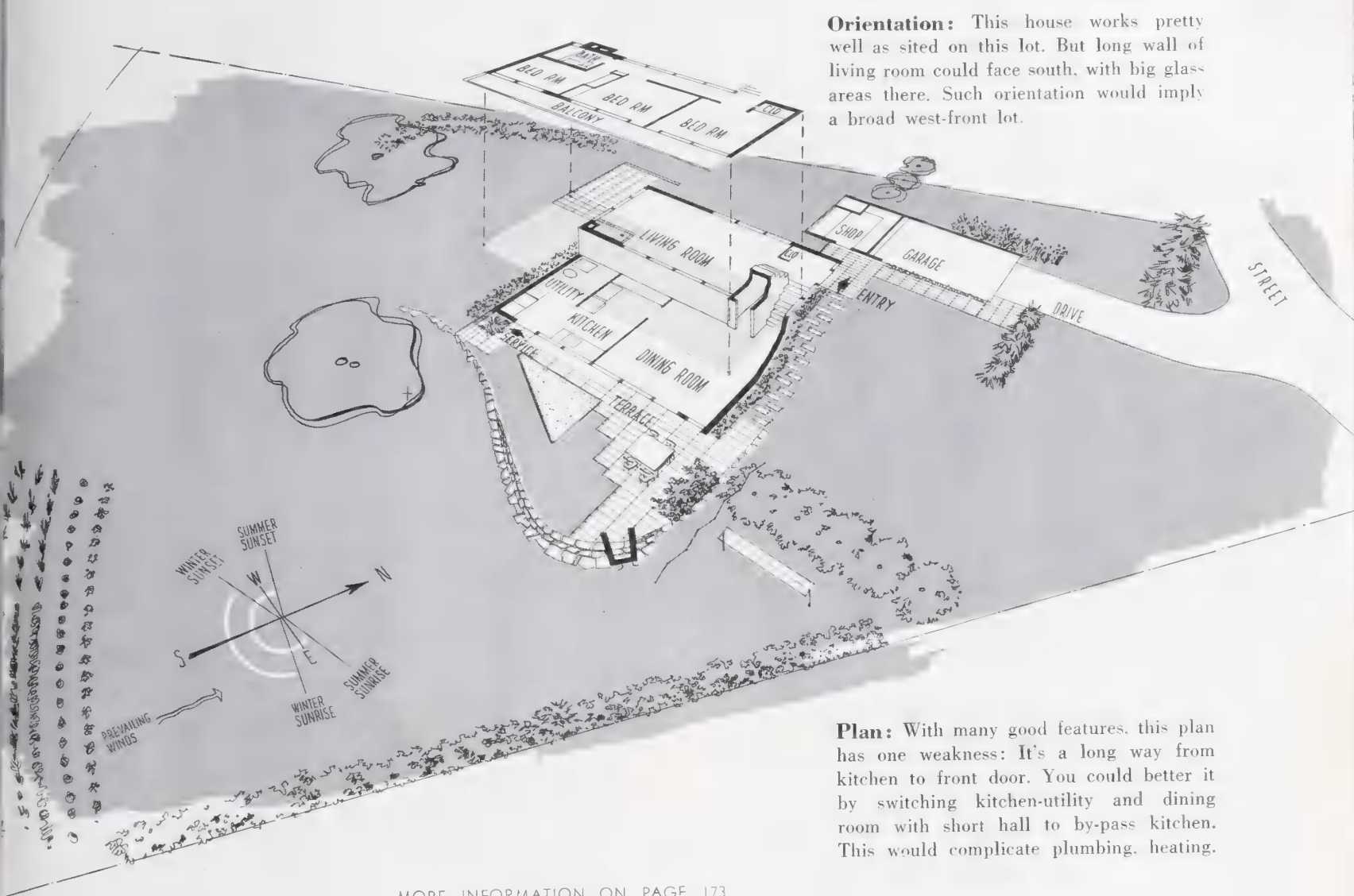


To reduce costs in the living room (and throughout the house) plywood has been substituted for plaster. The architect has chosen to finish all this wood naturally. Many people might find this too much of

a muchness. But don't let a matter of finishes confuse you. It's a simple matter to change the color of a wall. Thus, judged by its essential size and shape, this is a good room, regardless of finish.

Don't fall for a fancy façade

91



Orientation: This house works pretty well as sited on this lot. But long wall of living room could face south, with big glass areas there. Such orientation would imply a broad west-front lot.

Plan: With many good features, this plan has one weakness: It's a long way from kitchen to front door. You could better it by switching kitchen-utility and dining room with short hall to by-pass kitchen. This would complicate plumbing, heating.

MORE INFORMATION ON PAGE 173

Only a solid plywood balustrade separates bedroom hall from living room. Fine for ventilation, but, for privacy, you'd want to add bamboo blinds. Openings into dining room below have sliding panels.

Bedrooms are not large, but, unlike most houses, all have identical exposure and view. What's more, it's a good exposure, for it's wise to keep bedrooms on east or north side of house wherever you have long hot summers.



How to lick that development look

You'll find a little furniture goes a long way
if you support it with smart decorative ideas



Light and shadow come cheap, but see how effective they can be! Here a rattan and burlap hanging light projects interesting pattern on an otherwise bare wall. Shadowy design, growing plants help furnish room.

This kitchen counter leads a busy life. With rattan stools it's a breakfast bar, sit-down work space, or kitchen desk. Lift the brief Venetian blind and you've a pass-through to dining area, plenty of serving space.



ALL PHOTOGRAPHS BY LIONEL FREEDMAN, PHOTODU

Samuel Greenhaus
& Sons Builders

SALE PRICE \$15,990	
Lot value	\$2,500
Lot size	63 x 109 ft.
Landscaping	partial
House cost	\$13,490
House size	1,200 sq. ft.
Cost per sq. ft.	\$11.24
No. of rooms	6
Appliances	refrigerator, dishwasher, range, washer

by Laura Tanner

Subdivision houses needn't look like so many peas-in-a-pod. You can create individuality even on a slim budget, just as decorator James Massenburg does here. With a decorating budget of only \$2,400 he provided all the furnishings, plus the imaginative extras that make the house "different."

Colors are related through the rooms to make them seem larger and to allow for interchange of furniture (all bedroom chairs look well in the living room). Rush squares cover the floors. Economical burlap, chintz, and washable cottons account for upholstery. (Continued on page 156)





You can get a custom-made look in a ready-built house with decorative touches like the mural over the sectional sofas and a bit of shutter wallpaper that makes the hall look bigger than it really is.

Fresh ideas to stretch a shrinking budget: rush mats on the floor, architectural poles to define living and dining areas, decorative plants that team up with foliage-patterned draperies.





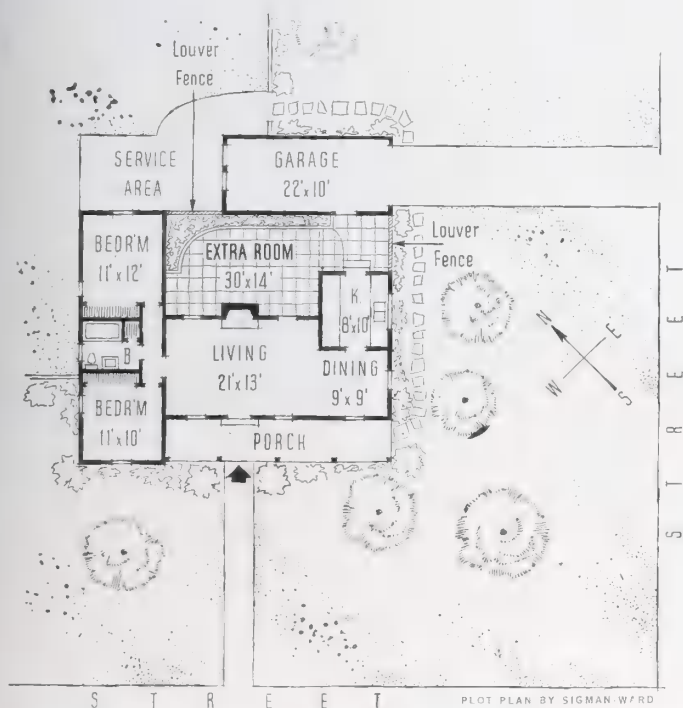
Two fences and a sky shade gave us an extra room



ALL PHOTOGRAPHS BY MAYNARD PARKER

by Joyce L. R. Wulff

**A case history of a few ideas and a small investment
—and how they made a subdivision house more livable**



SALE PRICE \$8,500

Lot value (est.)	\$950
Lot size :	100 x 100 ft.
Landscaping	none
House cost	\$7,550
House size	1,070 sq. ft.
Cost per sq. ft.	\$7.06
No. of rooms	4
Appliances	none

From the street you would never guess that our little house enclosed this garden room with its cloth sky shade that comes in equally handy to baffle the sun or the evening breezes. Look at the plan above and you can see that the room was once an open space between house and garage which we closed in by building two eight-foot-long louvered fences. With one doorway leading to the living room and another to the kitchen, our courtyard is a natural spot for entertaining. Note sky shade partly open, below.



We bought our house in 1946 when almost nothing else was available—not in our price class, at least. And when we first laid eyes on the place, it certainly wasn't very inspiring—white stucco outside with brown stained shutters, white plaster inside with dull brown woodwork. What's more, it was one of 50, all exactly alike and all lined up along the street like the proverbial peas-in-a-pod.

But then we discovered the courtyard! It was hardly more than a drying yard—just a roughly rectangular space between the house and the garage. But it was almost sur- (Continued on next page)



Furnishing the inside of the house was a continual struggle with space. Since front door is directly opposite fireplace we worked out this furniture grouping to avoid traffic trouble.

Two fences and a sky shade gave us an extra room (continued)

rounded by the buildings—all but about eight feet on one side and eight feet on another. We could see that it had big promise—promise of that private spot outdoors that means so much during Sacramento's hot summers. And it wouldn't take a small fortune to fix it up.

It was the courtyard that sold us on the house. We spent a little less than \$300 on it—for everything including plants and furniture. And we ended up with an extra room that's as big as our biggest room.

The only thing we did which you might possibly list as a "structural change" was to build the two louvered fences. They fill in the gaps between the bedroom wing and the back of the garage at one corner of the courtyard, and between the kitchen and the garage at the other corner. The lumber cost \$21.47, and we spent a few dollars more for paint. But what this money really bought us was complete privacy from the side street as well as a screen from the not-too- (Continued on page 121)

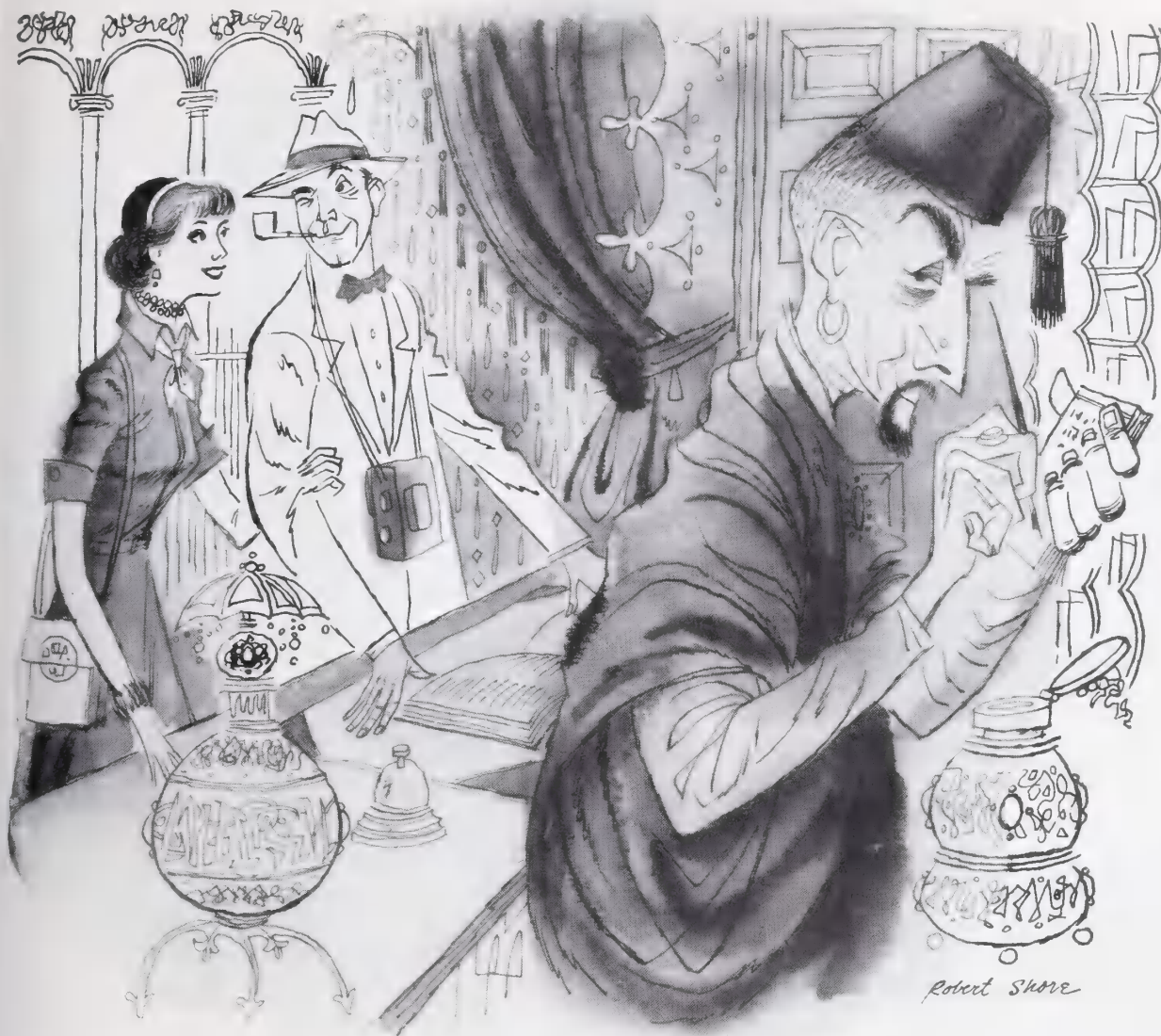
One of our louvered fences fill the gap between the kitchen and the garage. It completely screen us from the view of passers-by on the side street, but lets in the breeze. Kitchen door is at right



We built the dining banquette (right) and covered the cushions with the same cerise striped fabric used in the court.

The tiny window above our oversize bed would have looked like a pin-head if we hadn't draped wall with table damask.





by Richard Williams

The Pleasure of Being Cheated

**You'll have a lot more fun traveling if you don't
quibble over a few francs or pesos—even when you know you're
being overcharged for a meal or a mouchoir**

I don't know what's wrong, but it's been several days since I found a thousand-dollar bill lying in the street. As a matter of fact—though you may doubt me after reading the title of this thesis—I have always worked hard for every dollar I have earned. I have no intention of spending money needlessly. My budgets are not bulging.

I am passionately fond of traveling. Send me anywhere and I'll be ready in an hour. I'd rather travel than eat. Better still, I'd rather travel *and* eat. So I may deliberate with the gravity of a Dutch delegate whether or not I ought to undertake the voyage for which I am longing. But once having decided to go, the one thing I worry about is being overcharged for small services or being cheated here and there on a small purchase. In my search for Eden, Arcadia and Cockaigne, I do not take an abacus along. Walking up the steps to the Campidoglio in Rome, that triumphant and yet moderate square in which Michelangelo seems to have shown all future architects what perfect harmony (*Continued on page 138*)

What good are flower shows?

Many flower shows are waste effort. They are merely theatrical extravaganzas. They're pretty to look at but lacking in ideas you can use in your own garden. It is time for gardeners to protest.

Not all flower shows are failures. The good ones reserve most of their budgets for prizes. These go to exhibits that show you which plants to use together, how to make a small garden look bigger, ways to save

work, how to control climate. No exhibit wins a prize just because it's pretty. Awards are in cash, not as loving cups or other unspendable income. This encourages all exhibitors to hire top-flight landscape architects. The result: thought-provoking exhibits—the kind you should see at every flower show.

Check this year to see how many ideas you take home from the flower shows you attend.

WHITE PLAINS, N. Y.

EDWIN T. WYATT, LANDSCAPE ARCHITECT



PHOTOGRAPH BY GOTTSCHO-SCHLEISNER

How to combine plants. Just owning fine plants isn't enough. They must be grown with the right companions if their full beauty is to be enjoyed. To show prospective gardeners how to do this is a job for flower shows.

Make a small garden look bigger. You can add much to the apparent size of small property if you use the design tricks of professional landscape architects. Every show should include gardens for small lots.

by Dr. Joseph E. Howland

House Beautiful's Garden Editor

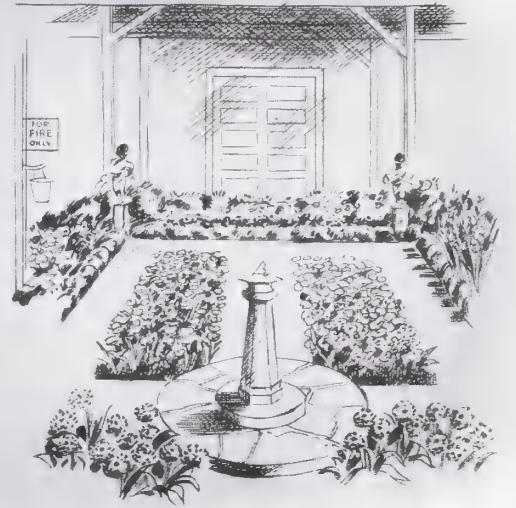
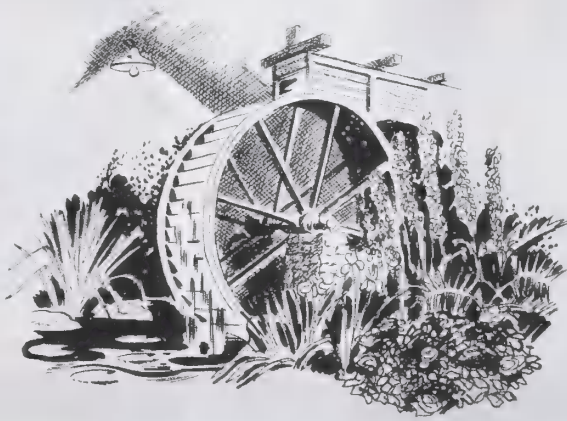
*Good flower shows
should look like this*

PASADENA FALL FLOWER SHOW

ROBERT DANEAUGH, LANDSCAPE ARCHITECT



No good—if they look like this



These trick effects don't help you make your own garden more useful or livable

*Here are take-home ideas
to use in your own garden*

CALIFORNIA SPRING GARDEN SHOW

OSMUNDSON & STALEY, LANDSCAPE ARCHITECTS



THREE PHOTOGRAPHS BY MAYNARD PARKER

SAN MATEO HIGH SCHOOL

DOMINGUEZ BAYLIS, LANDSCAPE ARCHITECT



Climate control. Making a garden more comfortable for family living involves the correct use of many small things: fences, pavings, sun shades, plants, and lawns. Gardeners should be able to go to flower shows for new climate-control ideas for their own gardens.

Ways to save work. Gardening needn't be a chore, not if you have workable service units like this for storing and using your equipment. Many flower shows overlook the importance of the garden work center.

In your garden keep everything in scale

by John and Carol Grant

Landscape Architects

There's nothing theoretical about scale. It's the visual relationship of each part of a garden to every other part and to the design as a whole. Once you understand it, you can use it with telling effect. Properly handled, scale creates an illusion of greater space. It pulls things together, gives them unique distinction and character. If you ignore it, your design falls to pieces because of the disproportionate size of its parts—and your garden looks dull, uninteresting.

For example, your house, both as to its component parts and in its relationship to the grounds, is a problem in scale. To give a large house a small front entrance detracts from (*Continued on page 181*)

Restraint in planting around your front door can give you spectacular beauty. Here the planting is proportioned to the scale of the architecture—doors, windows, pool, paved walk, blank wall. All these plants are perfectly scaled to each other—in leaf sizes, in height of plants, and in habits of growth.

PHOTOGRAPHS BY MAYNARD PARKER





This house looks as though it belongs here. Why? Because everything is in scale. You get this close coördination of size by choosing the right trees, then scaling everything according to their size. The house is big and wide, so the trees are big, the lawn broad. The pool, walls, and the shrubs also are in larger scale. Note that the trees are placed so that they provide mass just where the eye sees the need for it.



Scale always involves choosing the right plant for the location. Sometimes, as here, it involves the right pruning to keep that plant in the best size and shape for its allotted space. The beauty in the garden at the left would disappear if the shrub were allowed to grow to its regular height or to lose its low, horizontal line and the three accent upright shoots. Use similar intelligent pruning on your own plantings.

*What keeps you
awake nights?*

by Mary Roche

The lion of the party was a radio comedian, lately arrived from Hollywood. He was looking haggard.

"Haven't slept since I got here," he whined. "Too much noise in New York."

"You can buy little plugs to put in your ears," advised one of the script writers.

"Yeah. I've tried them. They don't work."

"What's the matter—d' they fall out?"

"Nah. They stay in okay—until I take them out."

"What d'ya take them out for?"

"Well, I get to thinking somebody might sneak up and say: 'Could you use a coupla tickets to *South Pacific*?' "

That's one reason to lie awake nights, so you won't by any chance miss the jackpot!

Some people lie awake because they're afraid they're not getting enough sleep. They belong to the spinach-is-good-for-you school, the kind that talk about well-balanced meals (never of exciting menus) and look upon sleep as a kind of medicine to be measured out in graduated doses. Woe betide them when morning comes if half an ounce is missing! They can see their morning selves in the darkness: the heavy head, the baggy eyes, the dragging step. Terrible, isn't it?

Some people lie awake to exercise their hidden talents. The world may not know you are an accomplished dialectician. But a few hours practice after midnight will do wonders to keep you keen. You can make it a dress rehearsal for tomorrow's bout with the boss. Or better yet, frame a smacking rebuttal to the child-rearing theories of that female your mother-in-law brought to tea. You may never see the woman again, but don't miss the exercise.

You can also practice arithmetic. Why bother with pencil and paper when 63 and 47 add up to 100 so much

more easily in your head? It's that kind of smart figuring that guarantees a balanced budget. Or try it this way: If you wait a week to pay the rent, you can get the new dress for Elsie's dinner and order the new chair to be delivered on the 29th, so that it will go on month-after-next's bill. It's really amazing how agile a dollar becomes in the darkness!

Some people just like to lie there. How nice to float between the ceiling and the floor on a mattress that's so comfortable you don't even know it exists. How nice to slide your toes between the smooth sheets—down, down, without ever reaching the bottom of the bed, or the hem of the sheet, or the selvage! How nice to feel your head cradled in a cloud, to be warm and unaware of what's keeping you warm, while the air you breathe is fresh and cool as an everlasting May.

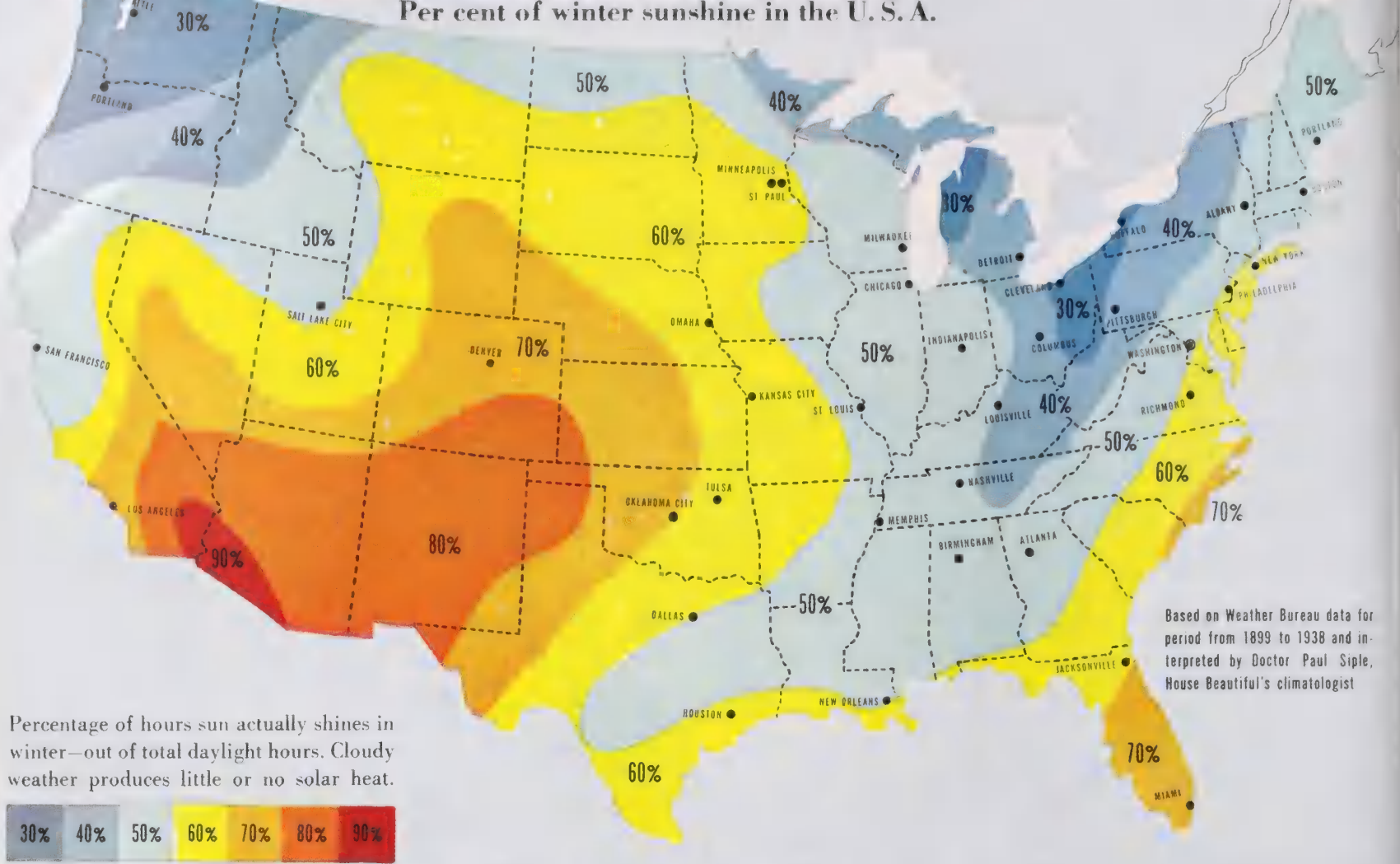
You can open your eyes or close them. In the soft half-light it's all the same. You can hear the familiar noises, but being familiar, they cease to be noise. Tomorrow is a million years away. For once there's no hurry. How nice it feels to lie quite still. You might even go to sleep.

COLOR PHOTOGRAPH BY WILLIAM HOWLAND

The cool green of the forest, and the butterflies and roses of June invite midsummer night's dreaming the year round. Springfield Woolen Mills' "Fortune" blanket will never lose its fluff nor shrink to crib size because it has been treated with "Sizeset." Wamsutta sheets and cases are specially embroidered with motif borrowed from wallpaper. Canopied bed, Heritage-Henredon. Tables, Old Colony Furniture Company.



Per cent of winter sunshine in the U. S. A.

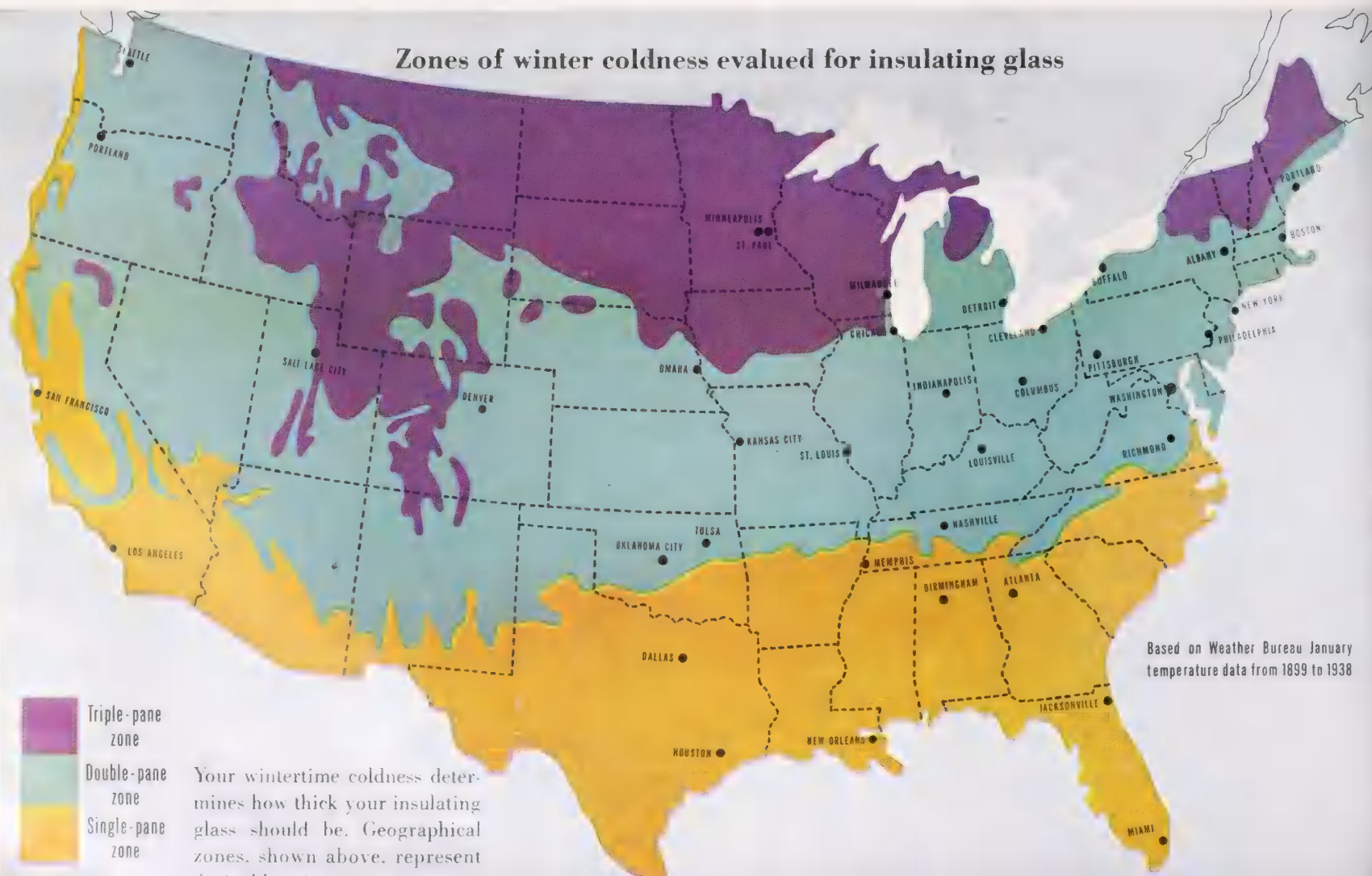


Used together, these two maps give key answers about using sun heat in winter

Map above shows how much sunshine you may expect in winter in your region. Map below shows three main zones of winter coldness, as they affect heating needs and insulation of windows.

Study both maps together to determine whether your local combination of coldness and sunshine makes it practical for you to harness the sun for worth-while winter fuel-savings.

Zones of winter coldness evaluated for insulating glass



How to *Control the Sun*

Your solar answers are on these maps

Can you use your windows to better your climate? Anywhere? You *probably* can! Your answer can be found by studying the two maps on the opposite page. Weigh them together to get a picture of how the two critical factors—winter sunshine and coldness—combine to affect the dividends you'll earn when you follow our rules about controlling the sun.

First check HOUSE BEAUTIFUL'S Sunshine Map, opposite. The heating economy is based on this very simple idea: When the sun shines, your glass acts as a powerful heater, so you need little or no artificial heat. When the sun does not shine, you lose (in cold weather) more heat through your glass areas than you would through a regular wall. So, glass saves you heating money while the sun shines. Glass costs you money while it's cloudy and at night.

If your region gets enough winter sunshine, a house designed to harness sun heat will break better than even. It will be cheaper to heat than an ordinary house.

Nobody can tell you just how much winter sunshine you must have to break even. It depends so much on the design, weather-tightness and materials of your house. But obviously, the cloudiest parts of the U. S. are the ones where glass is least likely to save you money. It may be an intelligent guess that the sun must shine at least 40% of the daylight hours for you to break even.

Now check HOUSE BEAUTIFUL'S Map of Winter Cold, below. This is important. A glassy house feels chilly, and is expensive to heat—*unless* you use insulating glass or storm sash to stop the heat loss through your windows. Therefore, for cloudy weather and nighttime, you need double insulating glass (or storm sash) in the cooler parts of the country. In the coldest parts, you should really have *triple* insulating glass.

Our Winter Cold Map shows where the winters are very cold, average cold, and fairly mild. Nobody can make a hard-and-fast rule about it, but, as an intelligent guess, you might perhaps call those three belts the single-pane, double-pane, and triple-pane belts.

To get the right answers for where you live, combine these two maps in your mind. Some very cold places have good winter sunshine. Some cloudy places have mild winters. But in places that are *both* very cold *and* very cloudy, you'd think twice before you would really let yourself go on big windows—even on south walls.

But if you think twice, maybe you'll still go ahead! You might break even, after all. With bigger windows, you'll be happy in a smaller house because you feel less cooped up. The smaller house costs less to build in the first place, and then less to heat. Also, it's in the cold and cloudy climates that you really value sunshine. A glassy house makes the most of a sunny winter day. It might even keep you from being driven to Florida in desperation. So it may save you money after all.

Even in an old house your windows can work *for* you, rather than *against* you, to help control the climate.

Here are five basic facts to give you new understanding of how to use the sun for greater comfort

by Wolfgang Langewiesche

Everybody thinks he knows a lot about windows. An *ordinary* window, in an *ordinary* house or apartment, is definitely unpleasant to be near. It fries you in summer. It chills you in winter. It makes the room hard to heat. Since people are no fools, they reason: "If a small window acts like that, a window twice as big would be twice as bad."

Well, they are almost right. But windows need not be bad at all.

In fact, windows can be the most wonderful thing about a home—emotionally as well as technically.

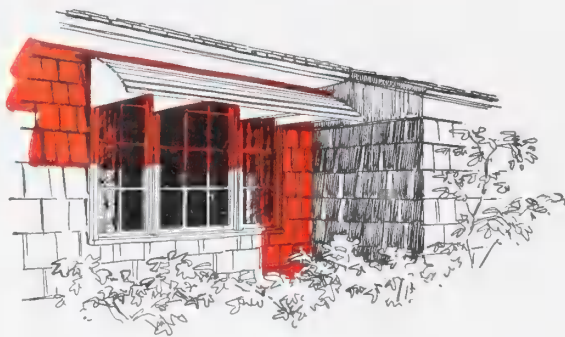
Big, over-size windows can make a little room seem big and grand. Lots of glass makes a house cheerful and bright—so you don't need lights, even on the gloomiest days. Big windows permit you to do exciting, glamorous decorating. Big glass areas let you enjoy a close friendliness with the beauties of nature.

You haven't fully enjoyed your house if you haven't reveled in the thrill of sitting snug and warm in your living room, watching the mad caprices of a driving blizzard all around you. (You never really see a blizzard when you're out in it.) If you haven't watched the sparkling diamonds on millions of twigs, when the sun comes out after an ice storm (*Continued on next page*)

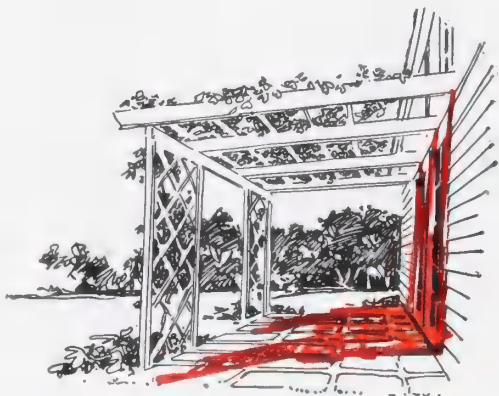
Ways to Shade SOUTH Windows



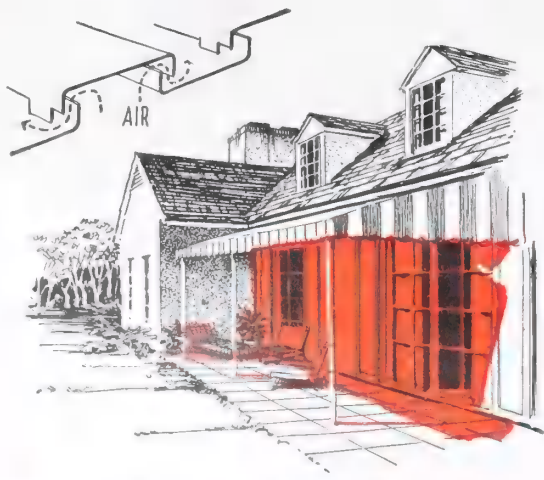
Tried-and-true way is deciduous tree. Bare in winter, it lets in winter sun, keeps it out in summer.



Wood lath, nailed to quarter rounds of wood, makes a permanent eyebrow if overhang is not wide enough.



Trellis (infinitely variable to suit your needs) for deciduous vines that shed leaves lets in winter sun.



Ventilated metal awnings, that detach for winter, can shade windows and make a shower-proof terrace.

—as you sit warm and relaxed in your favorite chair even though you're practically outdoors visually—you have never really seen an ice storm before.

To see such wonders of nature through small old-fashioned windows that leak cold air robs them of their glamour. For you are so busy thinking about the discomfort of the drafts that you can't really relax and enjoy what you're looking at.

For after all, an ordinary window, in an ordinary house or apartment, is nothing but a hole in the wall with glass in it. Too often, it has been put there without proper understanding of its effects. Unfortunately, the majority of houses in the country have been built by people who don't know the climatic differences between North and South, East and West! The only reason so many bad windows get by is that they are so small that their bad effects are not big enough to do real harm.

But if properly designed, *big* windows and *lots* of glass **can be comfortable** and a distinct asset. **Glass can make a house easier to heat.** And there is no mystery about proper design. It's plain common sense. *HOUSE BEAUTIFUL* gives you the five most important rules about how to use big glass openings for your gain—not your loss—both in winter and summer. This is the first time all the facts about sun control have been boiled down into easy-to-read, easy-to-do, simple rules.

Rule 1

Put your glass where it gets sun in winter, shade in summer. This rule has a Little Brother: Think also about the time of day when your glass gets sun or shade.

It's certainly only common sense. Glass, when the sun shines through it, is a powerful heater. It lets the sun into the house. The sun heats the place up, and then the glass won't let the heat out. (That's sometimes



HOUSE BEAUTIFUL'S
CLIMATE
CONTROL
PROJECT

called the “greenhouse” effect.) Obviously, you don’t want this effect in summer. Obviously, you *do* want it in winter. The trick is how to do it.

This is where you start thinking about North and South, East and West. Don’t skip this! It is one of the really big basic ideas in Climate Control. It helps you get more comfort for your money. Everybody ought to understand it, for it helps not only in building a house, but in buying one or in remodeling—even in renting an apartment. I shall, therefore, buttonhole you while I explain the points of the compass, and what they mean to windows and window control.

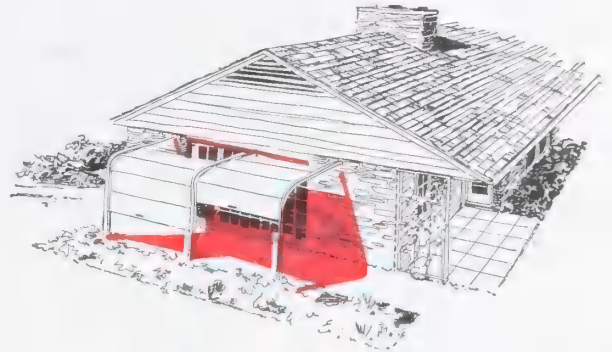
A north window—“I know, I know,” you say, “North . . . no sun . . . no good . . . get on with it!” But wait a minute. A north window *does* get a lot of sun—in summer. It gets morning sun from the northeast, which isn’t so bad. But it also gets evening summer sun from the northwest. It, therefore, has some liabilities. A north window heats up the house on summer evenings, just when you most need it to cool off.

How serious that is depends on your location. In most parts of the country, late afternoon summer sun has serious heating power and does harm. In the dry, mountainous regions, with their clear air, the evening sun is extra hot. If you have a north window you can adapt device for west windows (top sketch, page 132) against hot northwestern summer sun.

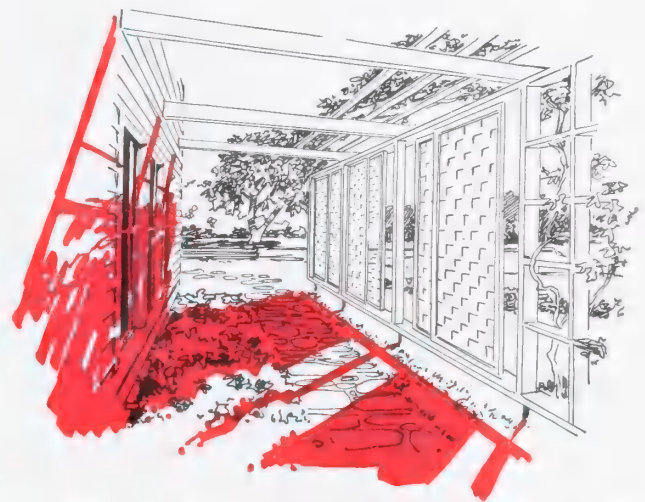
If your house has windows that face truly northwest, their heating effect is more serious, anywhere. A northwest window is probably the worst window to have—both summer *and* winter. The comfort side of this is easy enough to take care of by proper heating. After all, when the sun isn’t shining, there is no difference between a north window and any other. But the economy side is not so good, not in cold country. In winter you never get sun through a (Continued on page 131)

For names and sources of products and materials that help you to harness the sun, turn to page 137

Ways to Shade WEST Windows



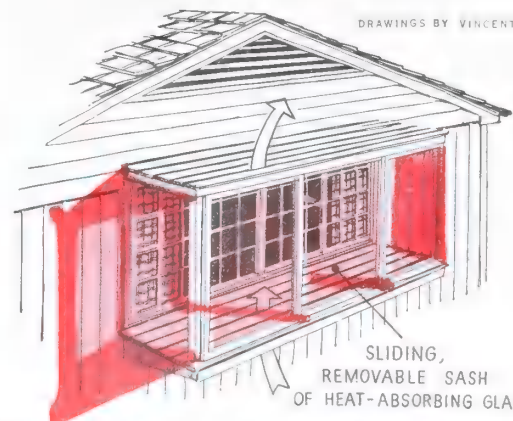
Western sun is horizontal sun. You need obstruction in front of—not over—your windows. This gives both.



Sliding garden screens push out of way into small “bundle” all of day, slide to work in late afternoon.



Roll-up porch shade on a trellis-like frame is out in front of window, doesn’t block ventilation.



DRAWINGS BY VINCENT FURNO

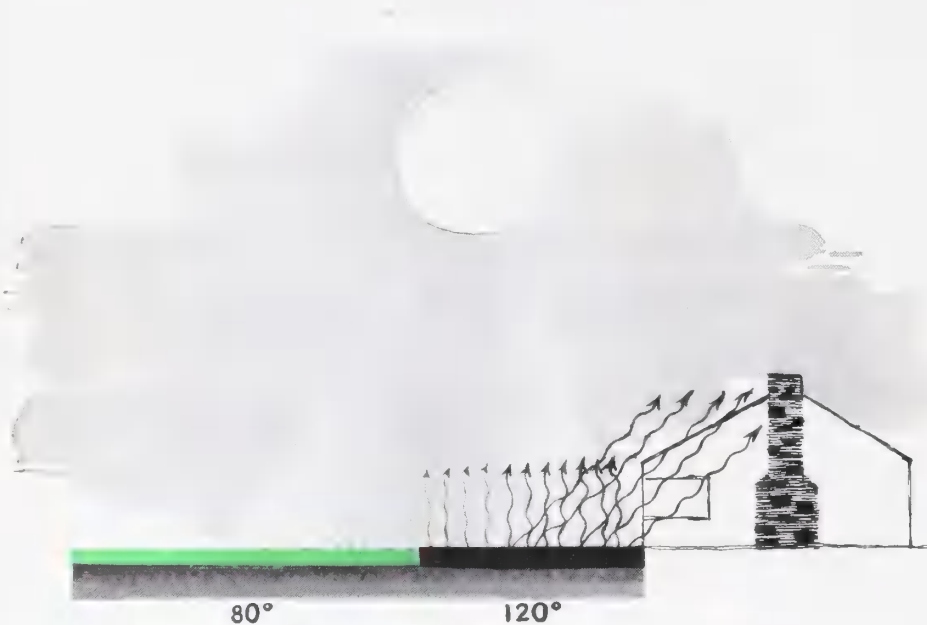
Use heat-absorbing glass as a “shade” for regular window to keep it cool, with air wash behind it.

Good lawns keep you Cooler



HOUSE BEAUTIFUL'S
CLIMATE
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Your lawn is *more* than something handsome to look at. It *works* for you—helps improve your summer climate. How? First, it cools you. Unlike paving or bare ground, grass doesn't collect sun heat to re-radiate at you and your house long after the sun sets. Grass also evaporates moisture from the soil into the air and so cools you. Then, grass kills glare. It muffles noise. It even traps dust. Study the diagrams to see just how your lawn can be used to help you control your climate.



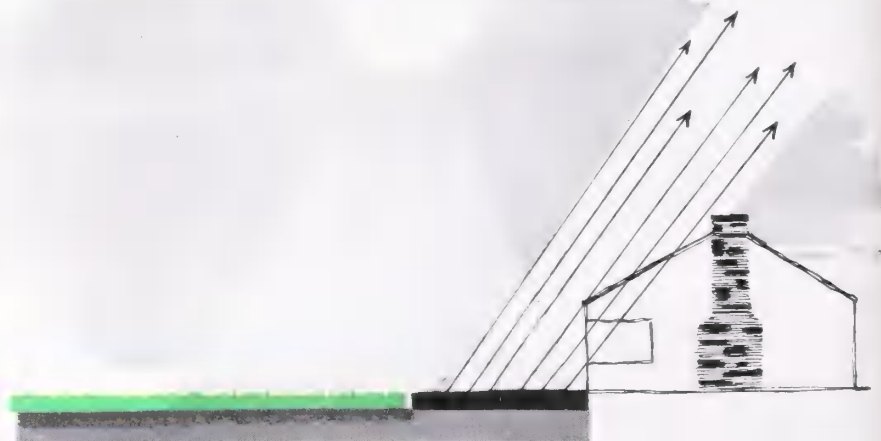
HEAT

Grass never heats up, re-radiating heat at you in the way that pavings, walls, and most things do that are exposed to the sun. Lawns always stay just about air temperature because the sun heat disappears as fast as it hits green grass. You feel cool because you are radiating heat to the grass.

ILLUSTRATIONS BY JAC HINES

GLARE

Pavement bounces back the sunlight at you as glare, but lawns soak it up. So you see only part of the light, and that in a pleasant, cool green color. Plan your garden so all living and working areas, indoors and out, overlook green grass. You won't feel nearly so hot and weary in summer.



85°
STREET

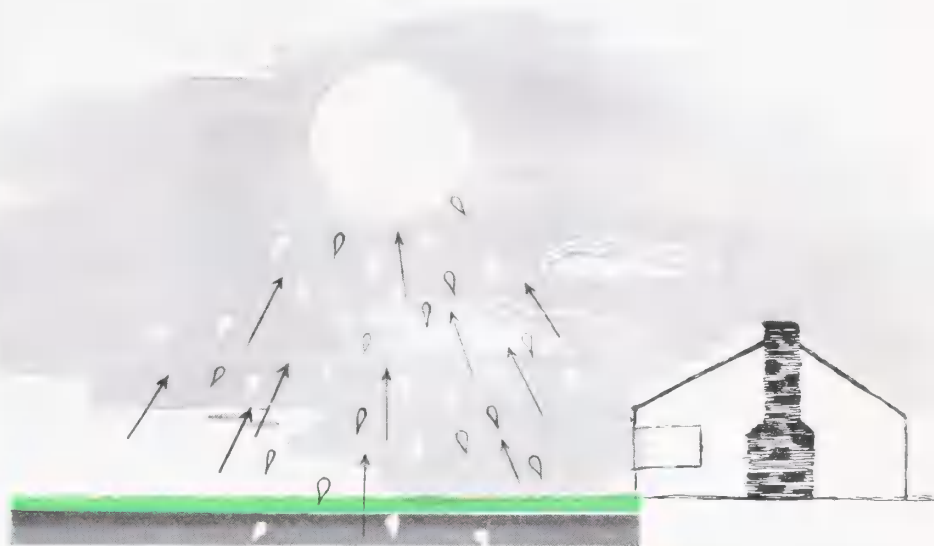
79°

Lawn-conditioned air is cool, clean, and quiet

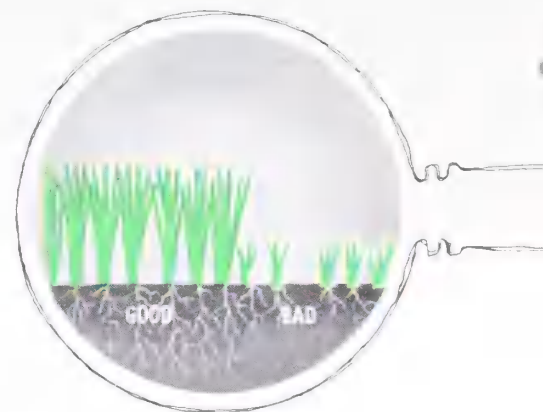
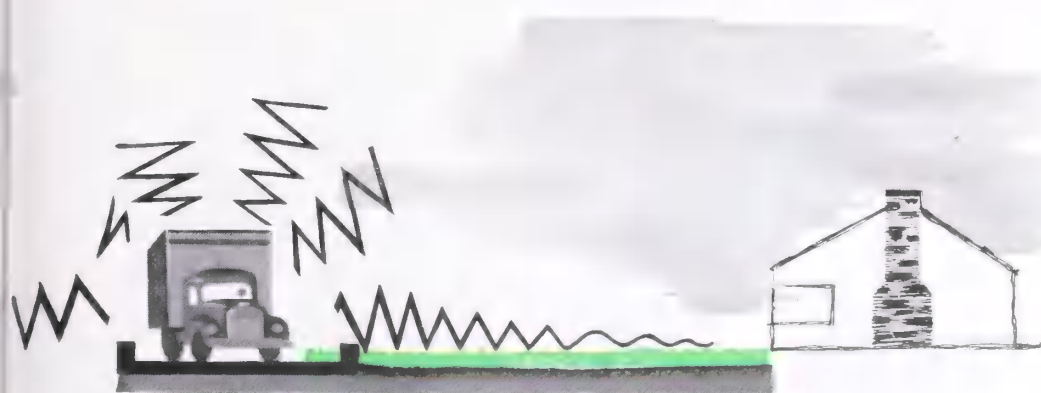
The thermometer may not always register a 6-degree drop in air temperature, but *you* will often feel that much cooler. Try it yourself. Compare how you feel when you stand on the street and on the lawn.

MOISTURE

Turf loses water rapidly to the air whenever there is ample moisture in the soil. This evaporation produces a real and tangible temperature drop, and, the more moisture evaporated, the more you're cooled. So keep your lawn well watered. It's good for it—and good for you.

**NOISE AND DUST**

Your lawn is a giant "sponge" which deadens noise and filters out dust. But this is true only of good lawns (thick grass and at least 1½ inches high). This silencer effect is particularly appreciated in city gardens where noises bounce off the too-plentiful masonry, walls, and buildings.



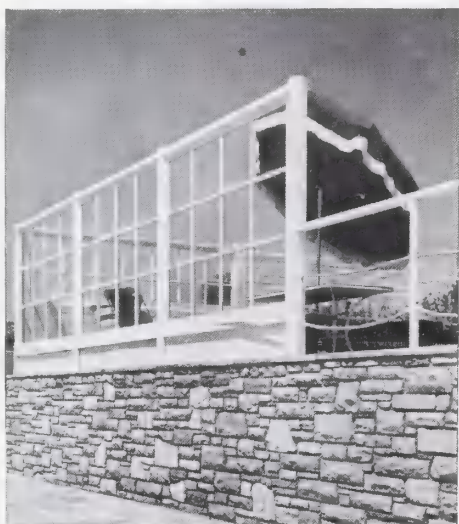
If your grass is thin, undernourished, or cut too short, it loses its ability to keep you cooler.

READ HOW TO BETTER YOUR LAWN
TURN TO PAGE 171

Early Spring

GUARANTEED

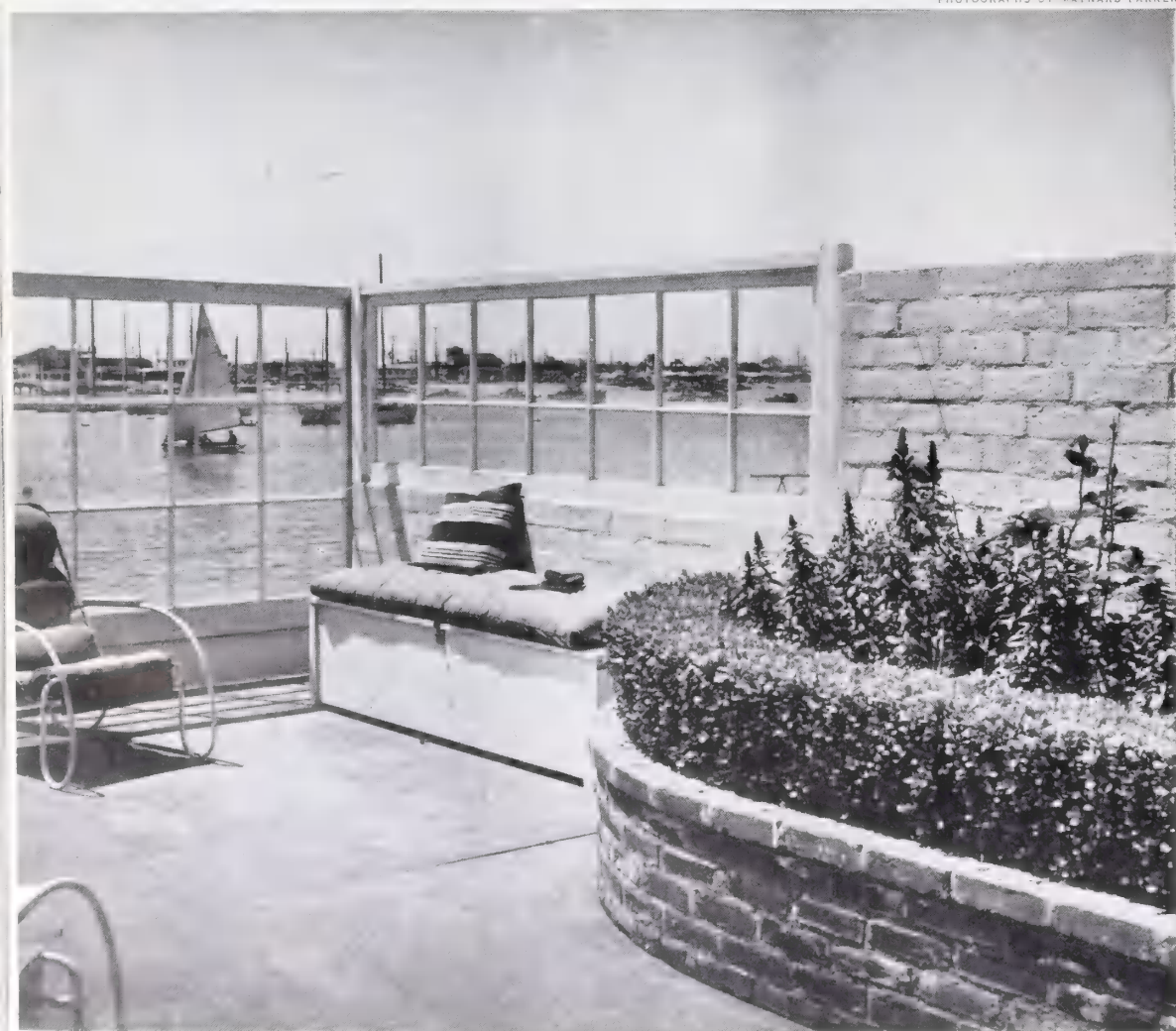
You can be outdoors weeks earlier than your neighbors, despite cold, wind, and rain if you design your garden right



Are you missing a lot of good outdoor living because you can't be comfortable in your garden until late spring? Many people are in this predicament. Yet by using just a little ingenuity you can easily take the chill out of early spring days.

This kind of climate control is not difficult or expensive. You use the walls, fences, and hedges you use anyhow for privacy, the pavings you want for safe footing, the roof overhang you need for good looks, the plants you grow for their colorful blooms. How you use all these depends upon what your most serious problem is—wind, rain, lack of sunshine. See how these two gardens make the most of their weather.

PHOTOGRAPHS BY MAYNARD PARKER



Better your living



HOUSE BEAUTIFUL'S
CLIMATE
CONTROL
PROJECT

with climate control

If spring breezes make your garden uncomfortable, erect glass windshields to deflect the wind and create a sunpocket. If you have a view, you preserve it. If your garden is small, you avoid the shut-in feeling that opaque walls would produce. Your plants profit too, because constant exposure to wind would dwarf them, shorten time they remain in full bloom. Garden of G. F. Peters.



**Eckbo,
Royston,
and Williams**
Landscape
Architects



MR. AND MRS. DUDLEY TAIT, OWNERS

glass wall (Libbey-Owens Ford "Skytex") admits light, shuts out wind and prying eyes. Partial roof traps and holds sun-warmed air, makes a place to sit on cloudless spring

nights when you would be chilled by exposure to the cool sky. Brick paving dries quickly after rains, helps store heat. If summers are hot, make glass removable, have some lawn, minimum paving.



Little meals with great implications

Thoughtful comments of a gastronome on
the importance of serving nothing much

by M. F. K. Fisher

It has long been an amusing trick, played by such gastronomical wits as Paul Reboux, for instance, to plan menus for imagined occasions: A May-Day Luncheon for Six Nubile Virgins About To Be Queened, A Light Midnight Supper for Three Stage-door Johnnies and an Actress Called Frankie, or An Intimate Dinner Prepared in the Full of the Moon by an Aging Private Secretary for her Boss.

All such ambiguously labeled meals are, of course, concocted with one end in view, whether on paper or in reality. They must, by their combinations of flavor and color, light and shade, lead to the accomplishment of some desired fact. There is no doubt in my mind that they will, for I believe firmly that hearts as well as heads can be turned through subtle cookery.

This is a frightening thought, for such power, like any other which influences men's actions and emotions, can be most dreadfully misused. Even so, I think we should, if we remember always to respect our weapons, try much more often than we do to sway our guests this way and that, to lead them toward what *we* want, by the food and drink we put before them. Our goals may be very simple. We may want nothing more, on such and such a night, than to see a loved one's taut, sallow face turn smooth and young. We may want only to know that sweet sleep will follow close upon the supper we have made. On the other hand, we may cry for the moon and a new contract at 30 per cent annual increase and a three-year option, or something like that. Whatever the goal, I think it can be reached, if a few very practical rules are followed (*Continued on page 122*)

COLOR PHOTOGRAPH BY WILLIAM HOWLAND

Underscore the significance of "nothing much" with a setting meticulously, artfully sparse as the meal itself. Artichokes and lemons suggest the pattern of the Winfield china. This and the Heisey glassware. B. Altman & Company. Mats, Simtex Mills. Table, Bodart Furniture, Inc. Sterling silver, "Grand Colonial" by Wallace Silversmiths.





PHOTOGRAPH BY MAYNARD PARKER

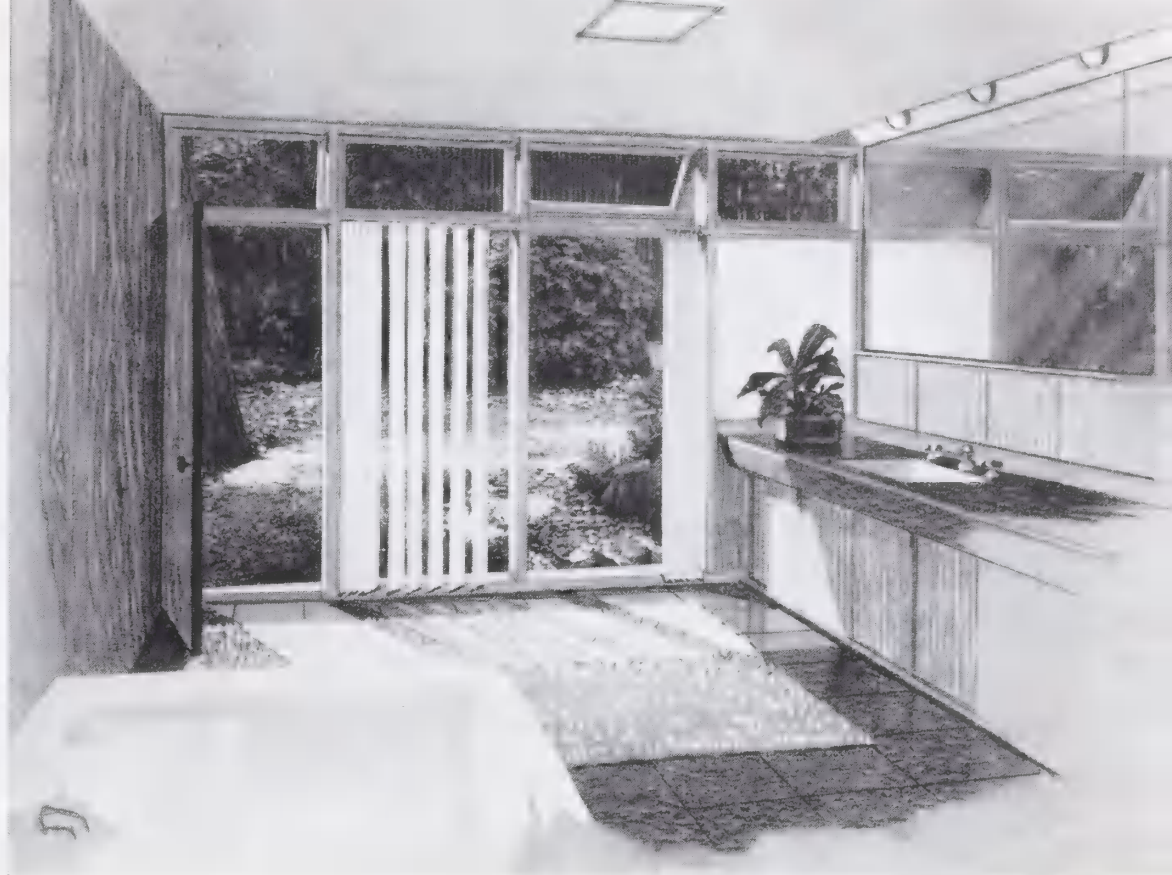
This magnificent bathroom is merely a thoughtful combination of simple elements: Corrugated glass walls admit daylight, give perfect privacy. Ceramic tile counter is waterproof and durable. Ceiling louvers house ventilating fan. New lavatory may also stand free, its flat top giving shelf space. Lavatory and room designed by Henry Dreyfuss.

PHOTOGRAPH ABOVE BY HEDRICH-BLESSING STUDIOS



Everything you need for dressing in one well-engineered space: The long cabinet stores small items of clothing for two. Closets for outer garments form wall behind you. Tub and toilet are in separate, fan-vented room; so lavatory is available when "bathroom" is in use. High window maintains privacy. Alexander Girard, architect.

Your bathroom needs light and view just like any other room. Privacy is easy with door, vertical blinds, translucent panel, fence outside.



DRAWING BY VINCENT FURNO

It takes more than plumbing to make a good bathroom

Take a good look at your bathroom. It probably contains three plumbing fixtures, a medicine cabinet, a small window, and a radiator. Lights flanking the medicine cabinet are often your only source of illumination. The window, heavily veiled for privacy, is your only source of ventilation. (At the moment, if you live in the north, it's closed for the winter.) The old-fashioned radiator overheats the air, leaves you cold, and burns you if you back into it. If you're lucky, somewhere in the room is a closet—choked, no doubt, with linens, supplies, and cleaning equipment.

Now take a good look at the bathrooms on the opposite page. They have the same basic plumbing equipment yours has. But they also have beauty, comfort, and convenience. To get the same livability in your bathroom, use the check list at right.

First, plan it for the traffic it must bear. Usual one-room bathroom serves one person at a time. A *two-compartment* bathroom can serve *two* persons at a time. Tub and toilet logically share one well-ventilated compartment; the lavatory compartment can easily include dressing facilities. Lower photograph, opposite page, shows this exact scheme at work. (Continued on page 144)

Has your bathroom what it takes?

1. Is it divided into compartments to adequately serve the number of people who must use it?
2. Does it have an exhaust fan or other positive year-round ventilation against odors and humidity?
3. Is it insulated by closets or other dead space so its noise cannot be heard in living quarters?
4. Does it have adequate general heating, plus effective spot heating near the shower or tub?
5. Does it have glareless over-all lighting both day and night—plus plenty of spot illumination where needed (can a man really see the under side of his chin for shaving?)
6. Is storage thought out so well that everything you need is right at your fingertips?
7. Have you selected materials that are resistant to dirt and water, easy to clean once dirty, warm and pleasant to your touch?
8. Is it just as handsome as your other rooms?
9. Have you shopped for plumbing fixtures just as carefully as you would shop for a television set?



Medicines and toilet articles have separate cabinets in this custom unit. Sliding panels prevent bumping your head on swinging doors. Each panel is partly mirrored, partly frosted. Leo Fischer, architect.



It takes more than plumbing to make a good bathroom

(continued)



Bathing equipment should be stored within reach of bather. Small counter eliminates balancing things on edge of tub. Alexander Girard, architect.

Tools for facial grooming need storage space around comfortable chair. Mirror is adjustable. Note closets opposite. Weiner and Weiner, architects.

PHOTOGRAPH BY ULRIC MEISEL PHOTO ASSOC.



PHOTOGRAPHS BY MAYNARD PARKER



Hamper for soiled linen must be ventilated. Door designed like this one makes unloading as easy as loading. Note low wall heater (right) for spot warmth by bathtub. Cliff May, designer.



Stickley "Leatherstocking" GROUP

A 50TH ANNIVERSARY PRESENTATION

*Furniture Reflecting the Charm of Colonial
Cooperstown and the Leatherstocking Tales*



Leopold Stickley shows his greatest creative art in adapting traditional influences to modern needs... never better than in the twin beds, night stand, double dresser, mirror and chest-on-chest of the "Leatherstocking" Group. A single dresser and double bed are available if desired.

JAMES FENIMORE COOPER lived and wrote a scant dozen miles from New York State's Cherry Valley. The Spy and other fabulous characters of his Leatherstocking Tales traveled the "pathway of empire", now known as the Cherry Valley Turnpike.

That's why Leopold Stickley—in celebrating the 50th Anniversary of his famous Cherry Valley Workshops—created this "Leatherstocking" Group—a collection that captures the quiet dignity and honest craftsmanship of the Valley people whom Cooper called *pioneers*.

Pieces that show the unmistakable influences of the England that Cooper loved to visit. And pieces which—in their "Old Mansion" finish on solid cherry wood—seem to brood over the memory of weathered stockades and Indian-ravaged cottages smoldering in a wilderness sunset.

See the "Leatherstocking" Group today. Pieces, identified by the Stickley 50th Anniversary Seal, may be purchased en suite or singly as preferred. Now at leading furniture stores in principal cities. Name of nearest dealer gladly furnished, on request.

*Single Beds 39" or 45" wide; Double Beds 54" or 62" wide; rails 80" long.
Double Dresser, 52"x21"x36" high. Chest-on-chest, 35"x20"x53" high.
Night Stand, 19"x16"x27" high. Single Dresser, 37"x21"x32" high.*

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"A DEVELOPING FURNITURE STYLE"

Here's the fascinating story of the development of a native American furniture art from the "pilgrim century" to today. From early settlers who carried in their hearts the gift of home-making and the love of home comforts—down to the beauty, elegance and convenience of today's Cherry Valley. 52 pages, 49 illustrations, by post-paid mail for only.....\$1.00
L. & J. G. STICKLEY, Inc. Fayetteville, N. Y.



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"I am writing to you..."

The fine art of correspondence flourished beautifully during the English Regency. So that we might recapture the grandeur of that period, Weiman has recreated this writing table in all its beauty.

Made of lustrous mahogany and satinwood, it is fitted with unusually lovely brass mountings.

On display at fine furniture and department stores everywhere.



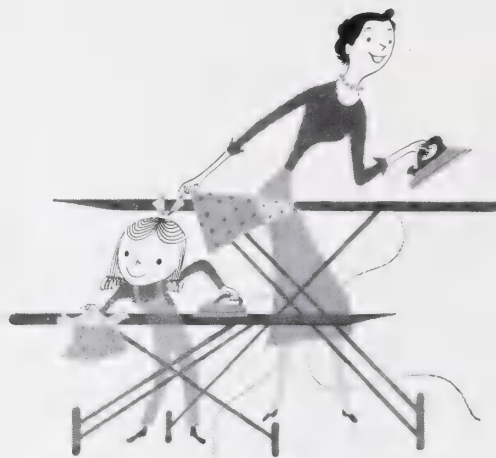
WEIMAN
Heirloom Quality **TABLES**

THE WEIMAN CO. • ROCKFORD, ILLINOIS

Take It Easy, Lady!

Take advantage of new labor-saving equipment, and improvements in old, and you won't be a slave to housework

by Charlotte Eaton Conway



Are there nine people in your family, all different heights, and all determined to use the ironing board? All can be comfortable, sitting or standing, at the Mary Proctor Hi-Lo

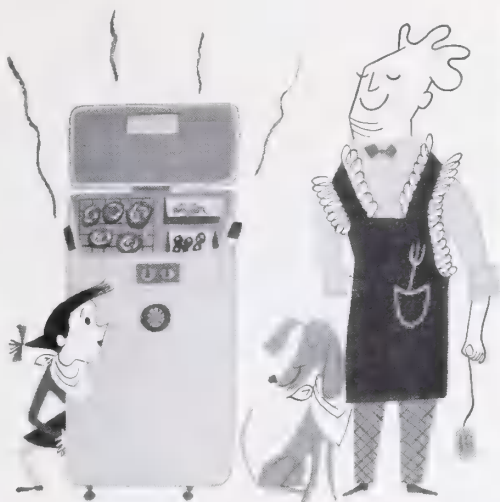
ironing board. It adjusts to 9 different positions (27" to 36") at the flip of a finger. Extra wide for time and energy saving, it is 54" long, will store in a space only 3½" deep. Top is a single piece of non-warping, ventilated steel; legs are of steel tubing with rubber guards for non-skid, non-marking performance. The Proctor Electric Co.



Ever sit down ready for your morning toast, only to discover you had forgotten to press down the lever that starts bread toasting? Nothing like that can happen with a Sunbeam "radiant control"

toaster. For here, when you drop in the bread, it lowers itself automatically, and trips a switch that turns on the current. When toasted to your liking, current turns off automatically, toast raises itself silently. Now there's one less motion to getting the family breakfast! And it's more peaceful, for there's no sudden popping to startle you.

Ever find yourself short on cooking space? With an Ever-hot electric roaster, you can cook a 20-lb turkey, a whole ham, or a roast of beef, even though the range oven is filled with cookies, pies and such. It's so easy to manage, even Pop will help with the dinner. Convenient lift rack and Pyrex dishes come with it. You can also have a timer clock if you wish. With this, you set the timer to start cooking and turn it off automatically, without attention. Roaster, 21" x 15" x 12½" high, stands on counter or on its own base.

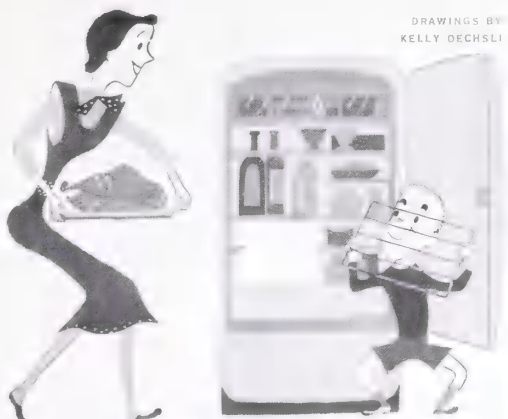


If you live in an apartment or rented house, you can still have an electric dishwasher and take it with you if you move. General Electric's portable dishwasher, 36" high x 23½" diameter,

just plugs in, needs no installation. Rubber inlet hose connects to hot water faucet, while drain hose attached to it spills into sink. Dishwasher is manually controlled, uses less than 5 gallons of hot water for both washing and rinsing. Up to 100 pieces of china, glass, silver, fit into its wire racks. Roll it away when finished with it.

No more problems wondering how to fit into the refrigerator all the miscellaneous sizes and shapes of food to be kept there. Shelves in the new Servel gas refrigerator are conveniently arranged for tall bottles, low jars, bulky or skinny foods. Some shelves lift out entirely, to accommodate extra-big packages; others can be moved to different positions. There is not an inch of space that cannot be used, yet everything is easily accessible. Shelf flexibility is just as convenient in day-to-day use as when parties call for extra food.

(Continued on next page)



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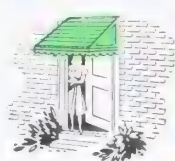
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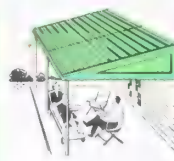
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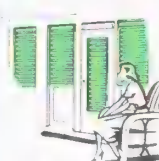
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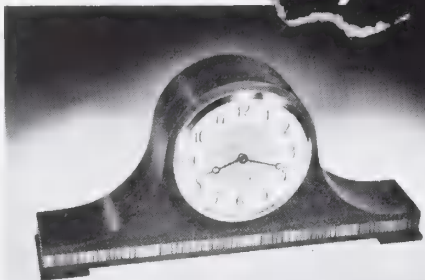
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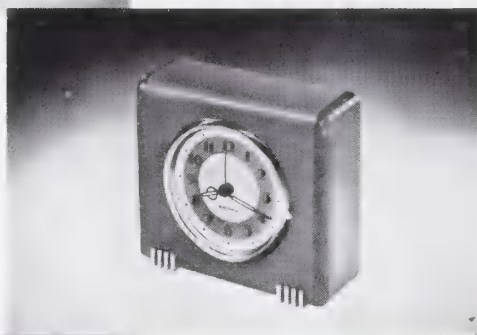
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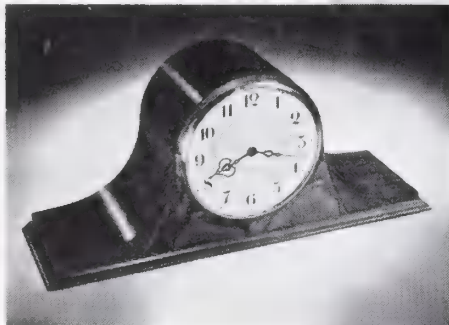
For a dream house with charm . . . the Seth Thomas* Lynton is made from a carefully selected blend of the finest mahogany woods. Strikes hours and half hours. 8-day keywound or electric. Height, 8¼ inches. Width, 16¾ in. \$27.50.†



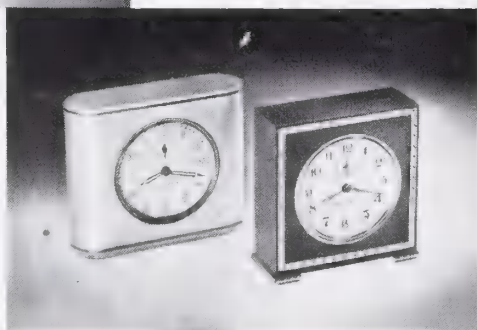
For a sleepyhead house . . . the electric Echo, with mellow-tone alarm, combines good looks with Seth Thomas accuracy. Walnut case with mahogany ends. Height, 5½ inches. Width, 5½ inches. Plain dial, \$8.95.† Luminous dial, \$9.95.†



For a honeymoon house . . . the Medbury marks happy hours with mellow Westminster Chimes. Beautiful mahogany cabinet has front panel of precious wood. Dial decoration in gold tint. Electric or keywound. Height, 9¼ inches. Width 20 inches. \$47.50.†



For a clever little house in need of keywound alarm clocks, here's the Deft, in mahogany or creamy leather (left), and the Severn, in red leather or mahogany (right). Deft has plain or luminous dial. Prices range from \$8.95† to \$12.50.†



For an Early American house . . . you'll want the Tradition, a clock in the grand colonial manner with mahogany case and colorful glass panel. Strikes hours and half hours. 8-day keywound. Height, 20 inches. Width, 10½ in. \$95.00.† Seth Thomas Clocks, Thomaston, Conn. Division of General Time Corporation.

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ELECTRIC AND KEYWOUND

TAKE IT EASY, LADY!

CONTINUED FROM PRECEDING PAGE



Almost as dry as a bone—that's what clothes are like after they come out of the Bendix Economat automatic washer. No dripping on the floor or on you! It's because of the triple-action

Wondertub. Made of Metexaloy, it first washes with agitator action, squeezing out dirty suds and water, rinses twice, and *then*—and this is the wonder part—closes in to squeeze excess water out of the clothes, leaving them amazingly dry. The Economat need not be bolted to the floor, because there's no vibration. Bendix Home Appliances, Inc.



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Ever refuse a second helping of your favorite dish because it had become cold before you were ready for it? It won't happen again if you have an electric warmer to keep food hot during an entire meal. Made of aluminum, it has an inner wire basket to hold such things as biscuits and buns, peanuts and popcorn, potato chips and pretzels. Croquettes, waffles, pancakes keep hot too. To keep things crisp, leave top vent open so moisture can escape. Close it to keep food soft and moist. Made by the Toastswell Company.

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TWO FENCES AND A SKY SHADE

CONTINUED FROM PAGE 96

pretty sight of the cemented service area behind the garage. And the louver principle works like a kind of magic. To the eye, it seems solid, since it's practically impossible to find a spot where you can see through it. But to the breezes which we welcome so greedily during Sacramento summers, it's no obstacle whatsoever.

I got the idea for the sky shade from reading about the canvas roofs that diffuse the sunlight in Frank Lloyd Wright's home in Arizona. It took some figuring and question-asking, though, before we knew how to go about making a sky shade that would work in our courtyard. To begin with, we decided to use eight-ounce Osnaburg instead of canvas, mostly because the nurserymen warned us that canvas was too tightly woven to let enough sun heat escape for the good of the wax begonias we planned to plant in the border. Afterward I realized it would have been a tough struggle to stitch canvas on my sewing machine and even tougher to sew it by hand, to say nothing of the fact that it's more expensive. Osnaburg, I found out, is what they use to make flour bags and such. It was 45 cents a yard, 40 inches wide, and we used 32 yards of it.

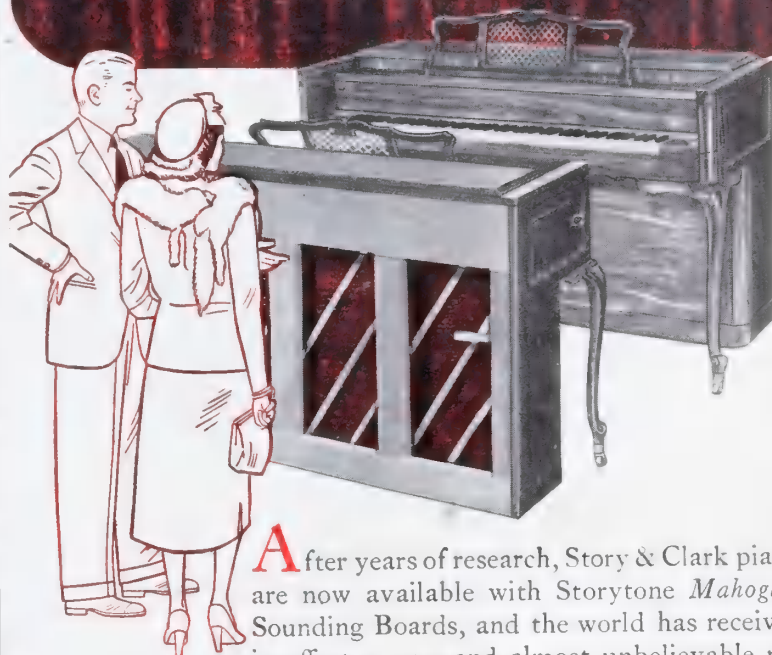
SOMEONE else warned us that we had to look out for shrinkage. So the first thing I did with the cloth was to stretch it out on the lawn, soak it with the sprinkler, and let it dry in its own sweet way. After that I cut it and stitched it up on the machine. I made it in two panels, each of two widths of the cloth seamed together. Then I sewed rings along both the seams and the free edges to hold the music wire that keeps the shades taut. (Had to use extra-strong button-and-carpet thread for this job, and waxed it with beeswax after I had threaded the needle, to keep it from going brittle and breaking.)

We attached one end of the shade to the underside of the bedroom roof so that it would pull across the court toward the kitchen and the little piece of roof that covers the space between the kitchen and the garage. At that end there is a board bar to help pull it taut, and the music wire is pulled taut with six turnbuckles. Since the two panels work independently, we can have half a shade or all, or

(Continued on next page)

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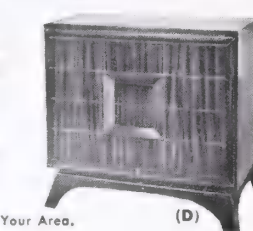
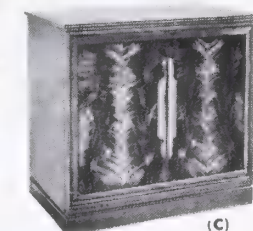
(B) THE ROBERT E LEE, 16" tube console, with built-in antenna; magnificent swirl mahogany \$399.95

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TWO FENCES AND A SKY SHADE

CONTINUED FROM PRECEDING PAGE

none, depending upon the sun and the breezes.

My husband laid the cement for the floor himself and built the cement-block flower beds. Having them raised up from the floor was part of the plan as well as training the ivy on wires to form a diamond pattern. We wanted the color and the lush foliage to form a real background for our outdoor room, not just a bit of trimming around the edges.

The fences, the sky shade, the cement work, and gutters for the courtyard eaves all came to \$156.52. We spent \$53.81 for plants and \$66.35 for furniture, not counting the \$35 for the larger glass-top table, since we really bought that for the dining room and actually use it both places. That makes \$276.68 altogether that we spent to turn the blank space between house and garage into an extra room. But I know I'm not exaggerating when I say that it has doubled the value of the house to us in terms of enjoyment.

We have outdoor living with special protection—protection from the whims of the weather as well as from the gaze of the neighbors. And it's no barbecue-style affair either. The courtyard is where we do our most formal entertaining whenever the weather makes it at all possible. It's where I use my best china and my most precious hollowware. And since there's a door straight into the kitchen, I

don't have to resort to makeshifts in serving. At the same time, it takes practically no work at all to keep the place in company's-coming order all the time. And that goes for twelve months of the year since most of the plants are evergreens.

As far as physical comfort goes, it's certainly the most flexible spot in the house. The sky shade is just enough protection from the south breeze that shoos our neighbors indoors on early summer evenings. But on still hot nights we can roll it back and cool off by watching the stars. When we first put it up in the spring we can see the big difference it makes in subduing the daytime glare.

FIGURATIVELY, as well as literally, the courtyard is the heart of our house. And it carries out the same color scheme—green, cerise, and white. We painted the outside of the house dark green and the shutters white. And we have a row of cerise geraniums lined up in white pots across the edge of the front porch. Indoors is another chapter of the same story—green walls, solid color fabrics in the same green, and patterned fabric in cerise and white stripes. Picking one color theme and sticking to it throughout the house, the yard, and the courtyard, we decided, was the most effective thing we could do to ward off those small-house cramps. For us, it has worked.

LITTLE MEALS WITH GREAT IMPLICATIONS

CONTINUED FROM PAGE 112

in serving "little meals with great implications," as one knowing modern woman refers to them.

Of course, the main thing is to know very clearly and candidly what you want. Then, once you have decided, you must know something of the people who can most directly help you.

You must, even though you have never met all of the guests who will lunch or dine at your table, find out what you can about them—what they have done in the world, if possible how they look, where they spend most of their time. From there you figure why they have done what they have done, why they have thin faces or fat, white hair or flaming pink with purple undertones, and why they live in New York or Hollywood but, whenever they can, flee with apparent anguish to Bermuda or

Palm Springs, as opposed to Atlantic City or La Jolla.

This form of snooping can usually be done without much trouble. If it proves impossible, the only sure course to steer is a completely personal one. Imagine that you are the cymbidium-orchid grower you want to please, or the home freezer manufacturer, or even the editor of HOUSE BEAUTIFUL, and then plan a menu that you would be won by if you were any of these fabulous figures.

Such a personal approach has most often been my own, because of my nature mainly, and because of that very nature I have kept my "little meals with great implications" very simple indeed. The truth is that more often than not my basic simplicity has made me quite unconscious, until much later.

(Continued on page 127)



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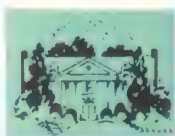
— bring the sunshine to breakfast . . . lunch . . . and dinner —

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LITTLE MEALS WITH GREAT IMPLICATIONS

CONTINUED FROM PAGE 122

hat there *were* any great implications in this luncheon or that supper.

I must confess that almost *every* meal I ever plan, cook, and serve (say, between fourteen and seventeen thousand in the past twenty years), is deeply important to me, and an unending challenge to everything I know and feel about eating, about drinking, about the people I have asked to share my knowledge, and most of all about myself. I am undoubtedly very fortunate to be able to say this, for I have almost always cooked for people I liked or respected or loved.

The thought of doing it for ones I do not like is actively sickening to me, and the very few times I have had to entertain such strangers, for professional reasons, I have frightened myself by blacking out, so that the next day I could not remember one single thing about the dinner party, in spite of the compliments paid me, then and later, too. Such self-protection is destructive and dangerous and a stupid waste of precious time, and it should be shunned like the pox—which is why I shun the people who cause it.

I COOK for people I like, because I like to, and, if they are strangers when they first come to my table, I make sure beforehand that I stand a reasonable chance of finding them interesting, charming, attractive, stimulating. That is why for me every meal has its own Great Implications, whether it be for my two little daughters tonight, or for my publisher, his unknown wife, and two of their friends who plan to stop here for lunch tomorrow.

Tonight will be cold. Anne and Kennedy and I are making valentines. Kennedy must go to bed first, but I don't want her to feel left

out, so on the play-table by the fire, on the red and white cloth, I'll put material for one valentine on each of our napkins, blunt scissors beside our soup spoons, and a red geranium sticking out of the paste-pot in the center. (This sounds a bit whimsical, but it won't be, for I'll not do it condescendingly, and I'll have as much fun as they.)

WHILE we put together our valentines, we will drink soup slowly from solid little brown casseroles which cannot possibly tip over, and sip cool milk from silver mugs. And for dessert each will eat a heart-shaped open sandwich of dark moist whole-grain bread, sweet butter, and red currant jelly. Then Kennedy will be falling off her chair, from sleepiness, and I'll put her to bed while Anne remains at the table listening to Burl Ives records. After she and I have cleared the plates away, we'll build one or two more extra-fancy valentines together.

It sounds very nice indeed. I look forward to it. I think, quite sincerely, that it has Great Implications—in peacefulness, in shared pleasure, in the gracious eating of good simple food. Perhaps in the unknown but suspected chaos of the future, two women, so small now, may find some old hidden strength in the memory of the supper I plan for their bodies and their souls tonight by the fire.

The soup I will make is a very flexible adaptation of the classical Potage Bonne Femme (of germiny or sorrel). It depends on what herbs I have at hand, what soup-stock, and most of all what ages my guests will admit to! Tonight it should more properly be called Potage Bon Enfant.

I will use a rather meager soup-stock, less butter than my basic
(Continued on next page)

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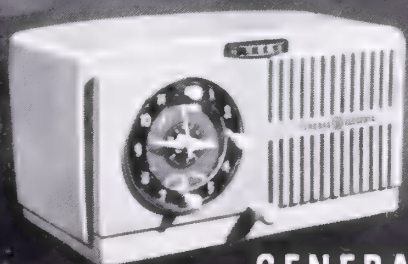


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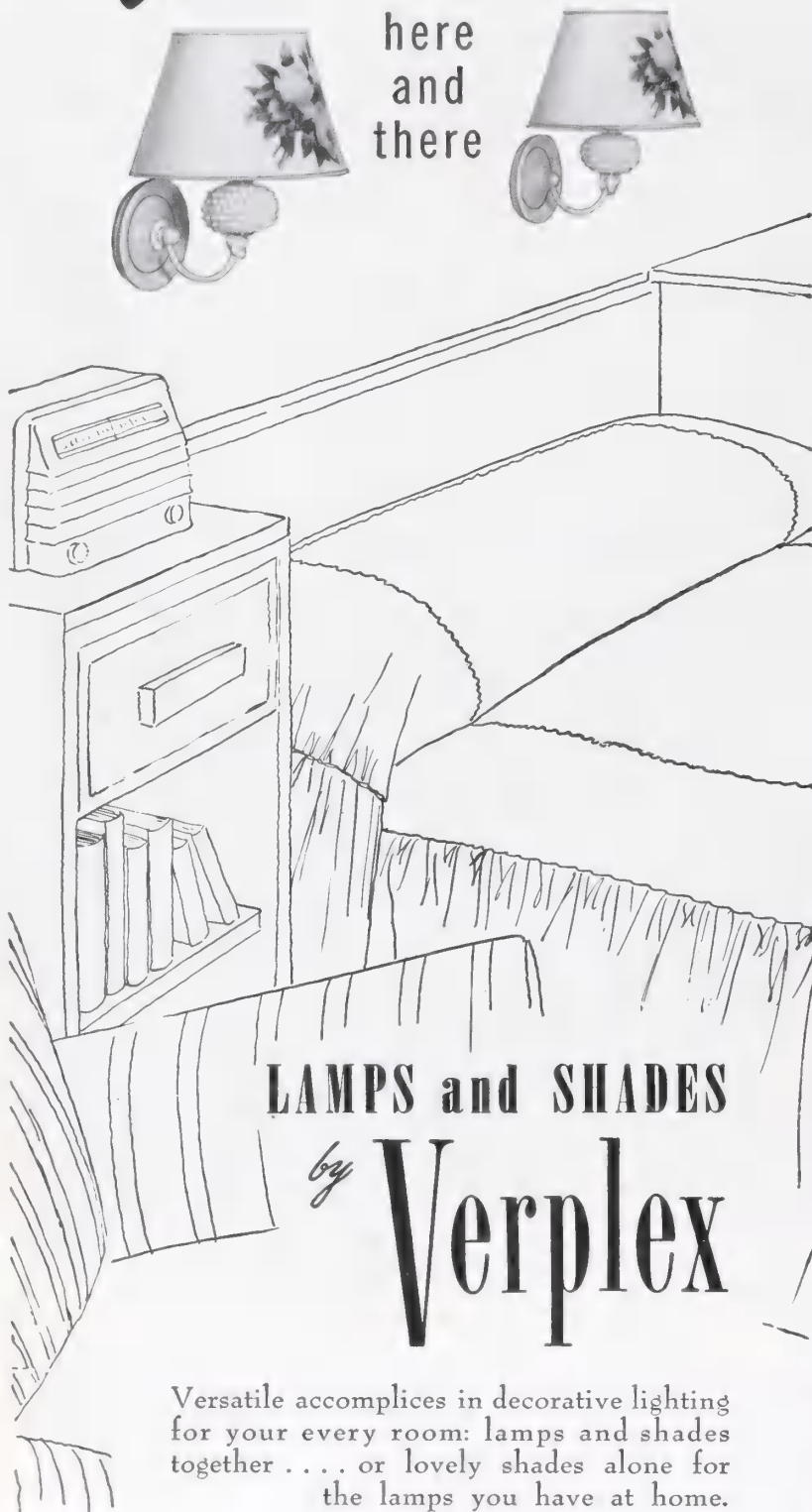


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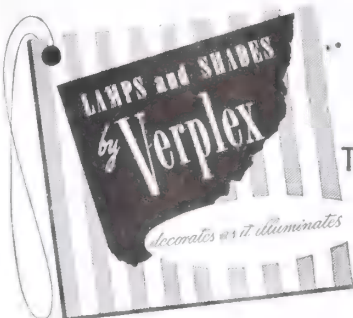
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LITTLE MEALS WITH GREAT IMPLICATIONS

CONTINUED FROM PRECEDING PAGE

recipe calls for, three eggs instead of four, and top-milk instead of cream, to prevent collie-wobbles in the night, and I will pour it into the bowls over the crusts from the valentine sandwiches, to make it easier for small hands to carry in small spoons to small mouths.

Potage Bonne Femme

- 3 tablespoons butter
- 5 good sprigs parsley
- 4 leaves of green lettuce
- 1 small onion
- 1 pint (or less) of sorrel
- Dash of salt, pepper, grated nutmeg
- 2 tablespoons flour
- 2 quarts good veal stock
- A little chervil if possible
- 4 egg yolks
- 1 cup cream, heated

Melt butter in generous kettle, add finely chopped parsley, lettuce, onion, sorrel, and add seasonings. Cover closely, and let wilt ten minutes without scorching. Add the flour, mix well, and gradually add the boiling stock. Add the chopped chervil if available, cover, and let boil moderately for another 10 minutes. Meanwhile beat the egg yolks, gradually add the heated cream, and stir well. Add this liaison to the soup, taking care that it does not boil, and serve at once, either as it is or strained through a fine sieve.

(We like it as it is, but it is of course more elegant, as well as more classically germiny or sorrel, when strained.)

THEN tomorrow—tomorrow it will be warm at noon, a good day for lunching in the patio. That always pleases people from the East, especially since mine has no flies, no gusts of dry wind up here in the sagey hills in February, and the sunlight falls slantingly enough now to feel kind.

I have met the publisher twice.

Both times I was scared silly, and he was very courteous and warm over the restaurant table, while his brain tried coldly to figure me out. I hear his wife is charming. I feel confident that the man and woman they are bringing with them will be interesting, and probably pleasant. (In other words, I am almost completely ignorant of my guests!)

I shall serve Martinis or sherry, and toasted ribbons of coconut, and then with luncheon a gamy *rosé* from the Santa Cruz mountains in Northern California. It will be slightly chilled. I have found it a reliable friend in such social quandaries. People who think they do not care for wine, or are even afraid of it, enjoy this light "safe" one without mistrust, and the ones who do recognize its goodness are pleased at my serving it to them, especially in the middle of the day.

WE WILL eat a large salad made of about one part of tender watercress leaves to two of tiny fresh spinach-hearts, tossed with $\frac{1}{4}$ pound of fresh grated mushrooms and a plain French dressing containing $\frac{1}{2}$ teaspoonful of good curry powder for one cup of the dressing, instead of pepper. This salad wilts almost as soon as the dressing is added, and should be very cold and crisp when it is put upon the table (and much bigger than you would think necessary because it shrinks). I always chill the bowl, put the dressing in the bottom, add the salad, and mix it at the table.

With it I shall serve something that we have not yet named properly, although they have been a "specialité de la maison" for years. Now and then someone calls them



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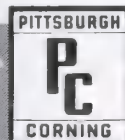
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scones, but they are not proper ones. Perhaps cheese crumpets might be more correct.

Cheese Crumpets

- 2 cups Bisquick or facsimile
- 1 cup good cream
- ¾ cup grated Parmesan or other dry cheese
- ½ cup mixed butter and olive oil

Mix biscuit flour and cream, stir in cheese, and beat lightly. Drop from spoon into melted butter and oil in generous pan, and bake in preheated oven at 450°F. for about 12 minutes or until lightly brown and done. Serve hot, wrapped in a napkin.

The cheese should be finely grated and *good*. If it is not dry, it will make the dough soggy.

The mixture of butter and olive oil makes a fine golden crust on the bottoms of these rather flat rough-looking "crumpets." People *love* them.

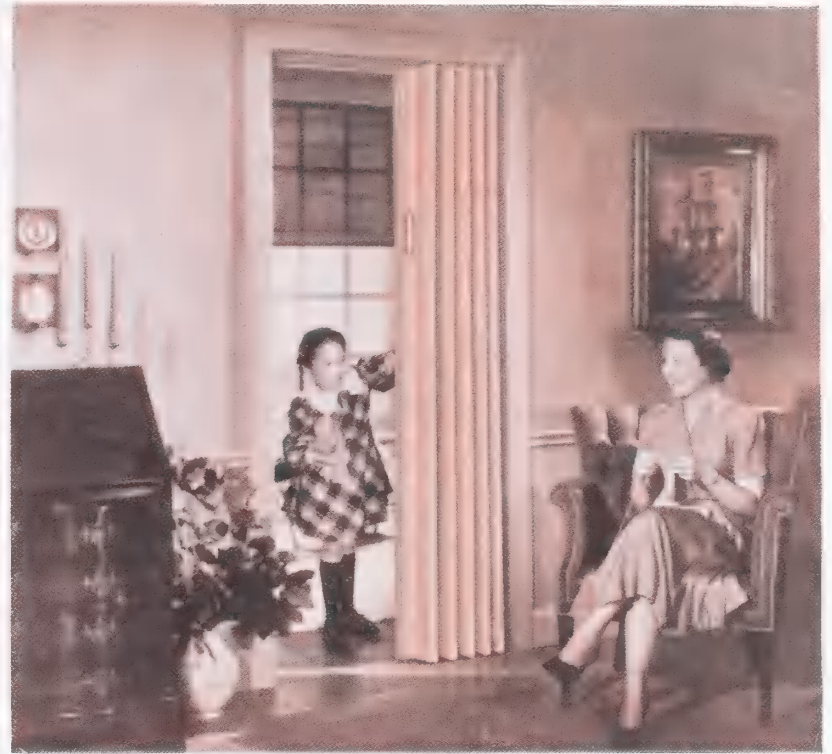
And that is all I shall have, tomorrow. There will be no dessert, but small cups of very fine freshly ground Santos coffee, jewel-brown and tantalizingly fragrant.

My guests have a long and probably hot drive to face when they leave me, and I want them to feel well, and fresh, and alive, not stunned and sleepy. I doubt if they will be hungry before dinnertime, for the salad they will have eaten from generous plates is a very refreshing and nourishing one, and the "crumpets" are rich and satisfying to the point of heaviness, a fine contrast to the dish that goes with them. And if my people do have to stop at Pinon Flats for a hot dog, or at La Quinta for a cup of tea, they will at least be able to wish that I had given them more, instead of cursing me for serving too much!

AS FOR the Great Implications: They may never materialize into the book I hope to write for my publisher, or even the new friends I would like to make, because of the Little Meal I plan for this seduction. But I will have satisfied myself, at least: I will have used all my wits and all my skills to make the lunch tomorrow a pleasant casual one, and one that it is quite possible my somewhat over-worked and harried visitors will remember gratefully, next week in New York or even next year anywhere at all.

And then, of course, there is tomorrow night! Now what shall I devise for that? Who will be here? What kinds of humans will we be, gathered together to eat, tomorrow night? And with what mysterious implications?

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practical!



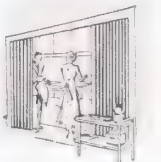
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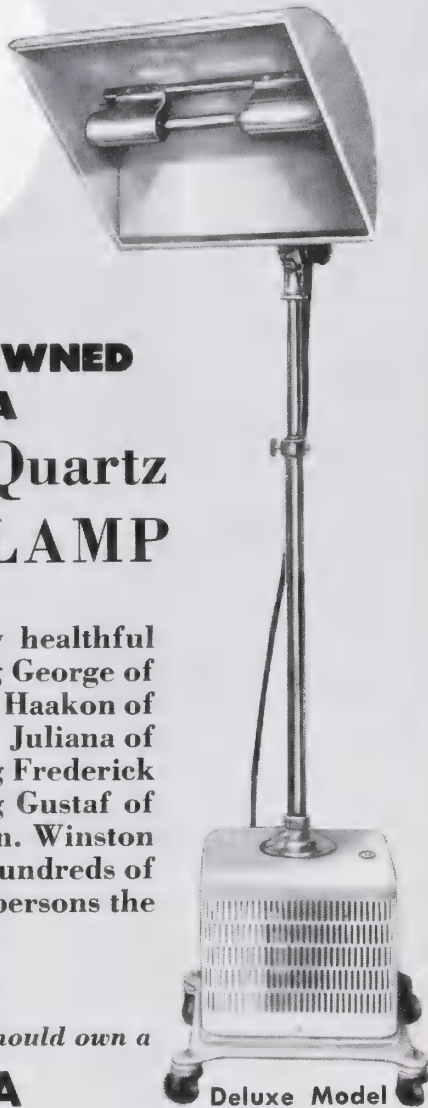
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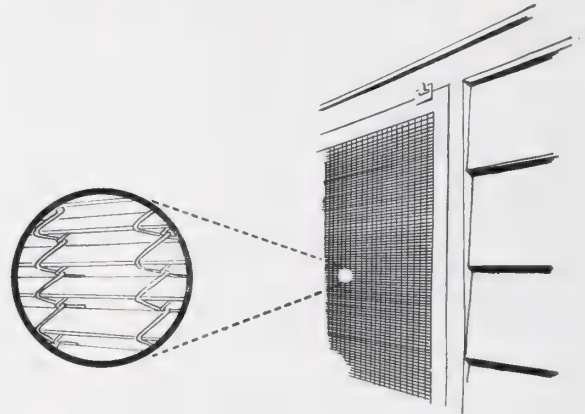


Deluxe Model

To Shade SOUTH Windows



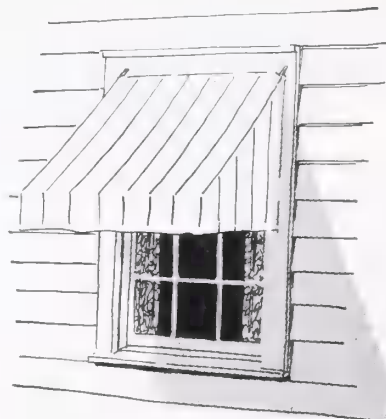
Grow an eyebrow of deciduous vines along a flat trellis over windows. Wisteria gives solid shade.



Screen windows with shade-making screening of tiny tilted louvers that bounce back the sun rays.



Overhang of roof shades second-floor windows. Canvas eyebrow (for summer) shades lower ones.



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HOW TO CONTROL THE SUN

CONTINUED FROM PAGE 107

north window. Hence, it never saves
you any money by catching free
heat. It costs extra heating money
all the time. If you want an easy-
to-heat house, don't use big win-
dows on the north side.

A south window works exactly
the other way round. An unshaded
south window collects *much more*
sun heat on a sunny winter day
than on a sunny summer day. This
sounds wrong, but it's true. In
summer the sun is high and hits
your south window glancingly,
from high above. In winter, the
sun moves lower in the sky and
consequently hits your south win-
dows more squarely, and shines
deep into your rooms. Thus it
warms up your house, and saves
you money.

Now, if you *shade* your south win-
dow by any of a variety of ways
(anything which cuts off the high
summer sun but lets the low win-
ter sun in), it's even better. It
will let in just as much sun
heat in winter, but practically none
in summer. (See opposite.)

The secret of the "solar" house
lies in big south windows, shielded
by big overhangs. There are a
lot of other glass arrangements
that are good-looking. But *this* is
the only one that's 100 per cent
good-acting. Put it down as the A-
number-one, prime, basic thing
about solar houses: big south win-
dows, shielded by overhangs of the
right width.

Now about east and west win-
dows! A west window is a dubious
possession in hot weather. People
who claim that glass will fry you
have generally been fried by a west
window.

To figure out why, you have to
go back to how the sun moves in
different times of the year. In
summer, the sun spends much more
time in the western part of the
sky than in winter. And this
western summer sun is low sun, hit-
ting your west (and northwest)
windows squarely, and shining
deep into your house. It can't be
shaded off by overhangs or
awnings. So a west window lets
heat in at the wrong time of year,
and also at the wrong time of day.
(Isn't summer heat worse in the
afternoon?) If you are troubled
with hot summers, you want your
west windows to be small, maybe
even absent entirely. Only in
places with very cool summers
would a west window not annoy

(Continued on page 133)



THE BADGE OF A DRUDGE!



Yesterday's women

used washtubs, washboards and clothespins! Why is it that so
many *modern* women are pinned to the clothespin, living with-
out the convenience of an automatic clothes dryer? The clothespin
belongs to the Dark Ages of household drudgery. *Today's woman*
can dry clothes the Hamilton way, ready to iron or put away!
Today's woman avoids the backyard backache of heavy clothes-
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To Shade WEST Windows



Flexible shutters, for a biggish window, let you look out, but keep the sun from looking in.

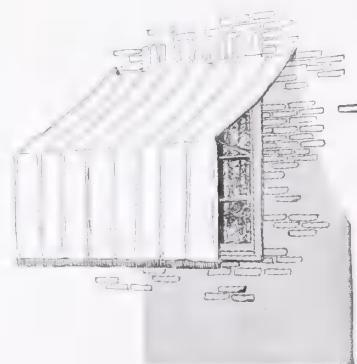


Traditional shutters (if they are hinged to really close) are still a fine way to stop west sun.



DRAWINGS BY VINCENT FURNO

A handsome two-story trellis, and a major architectural feature, should carry deciduous vines.



An awning with a long apron (or overhang) is right style for places with a fierce western sun.

HOW TO CONTROL THE SUN

CONTINUED FROM PAGE 131

ou. If you have to have one (because of the view, perhaps), you'd better do some doctoring with shade trees or shade-walls west of your house. (See solutions on page 132.)

An east window acts, by the way, just like a west window: You get more sunshine on it in summer than in winter. But its action is more nicely into the weather and its temperatures. You often get a shot of early morning sun, even in warm places, even in summer. So, the difference between easterly and westerly windows is one of percentage. A westerly window does serious harm much of the time, and good practically never. An east window does some good much of the time, and rarely does serious harm.

But don't kid yourself! Neither an east window nor a west window will normally save you fuel money. Only a south window does that.

A south window under a proper overhang is never a heat nuisance in summer, and it saves you money in winter. An east window gives you pleasure and comfort on cool

mornings. A north window is easy on the eye, looking out. It is neutral on comfort, but costs extra heating money. A west window is hot in summer, cold in winter, and generally bad.

RULE 2

You need double glass. Or, more precisely, you must see to it that your glass walls are not too much worse, in insulation-value, than your solid walls. In the very coldest parts of the United States this may mean you need *triple* glass. In the warmest parts, single glass will do. But for the places where most of us live, it means double glass. In short, windows that are insulated.

We don't mean, necessarily, the new kind—two panes sealed into one frame. Ordinary storm sash may be cheaper and can be pretty effective. The advantage of the sealed-together type is that it is better looking, easier to clean, less fussy. Storm sash for really large windows is hard to handle and store.

(Continued on next page)



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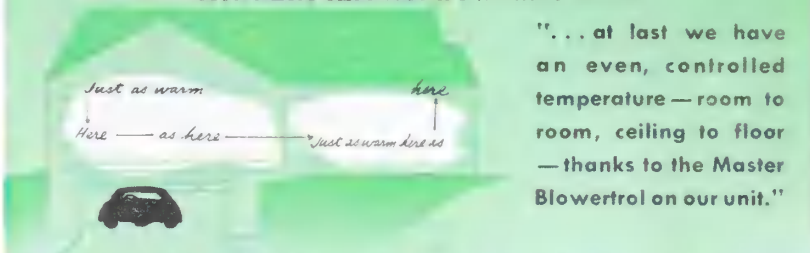
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HOW TO CONTROL THE SUN

CONTINUED FROM PRECEDING PAGE

Why do you need double glass? Because, when the sun is not shining, your "solar" house is no longer "solar." Then it's just a plain house, heated by a plain old furnace or boiler which burns fuel that costs you dollars and cents. Now, even double glass has only about half the insulation value of a regular, insulated wall. So, when the sun isn't shining, even the double-glazed windows cost you extra fuel.

The dollars-and-cents idea of the solar house is this: You get so much heat *free of charge* through your south windows when the sun is shining, you can afford to run your furnace harder when it's cloudy and at night.

You can see what it takes to make this sun-control idea work. It takes *both* things: big south windows to catch free sun heat when it can be had, and decent insulation-value in your windows, to cut your heat waste down the rest of the time. In all but the coldest and cloudiest parts of the United States, a double-glass window facing south will save you money.

Even if you were willing to spend a lot of extra fuel money and make single glass do, a "solar" house with single glass would be too uncomfortable in the cooler parts of the United States. No reasonable amount of heating could make it comfortable. In cold weather, single-pane glass chills you in three ways at once. First, it cools the air in the room. Second, it cools *you* by radiant cooling—heat jumps from your skin directly to the cold window pane. Third, it causes drafts. You get these drafts even if you tightly seal all cracks around the window. Cooled air flows down across the glass, as the window-warmed air flows up over your radiator or register. A cross-flow connects the upflow and the downflow, and the harder you heat, the more draft you get. This "indoor wind" makes you feel cool, just as an outdoor wind would. Of these three cooling effects, only the first shows up directly on the room thermometer. The other two show up only in your own feeling of chill.

Double glass cuts all three chilling effects at once. The inside pane is only slightly cool. It cools the air only slightly; it causes only slight radiation-heat-loss from your skin; and it causes no noticeable drafts. Here again, you don't see the whole

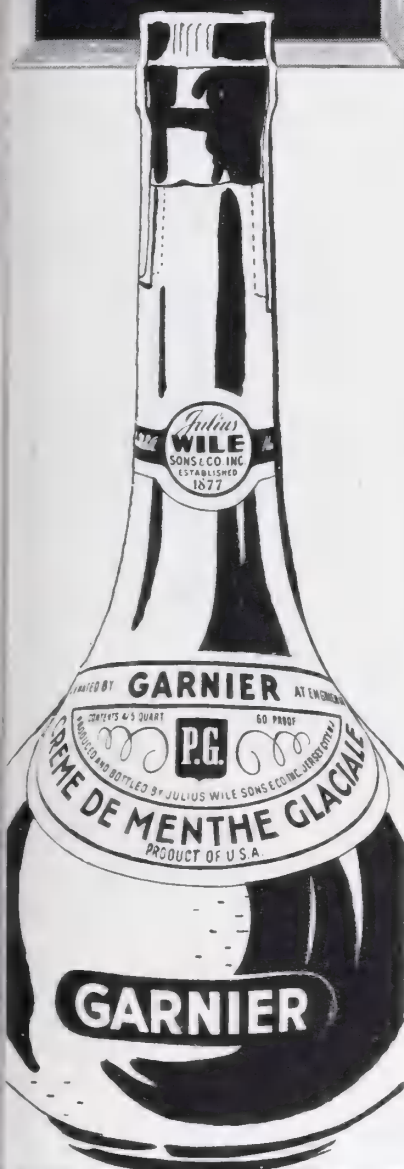
improvement on the thermometer because it shows only air temperature. It does not show the effect of radiation and of drafts on your own body. The engineer (who goes by thermometer mostly) will tell you that double glass has twice the insulating value of single glass. But the family who lives behind it will tell you that it's three times as comfortable.

RULE 3

You need a more quickly-responsive heating system in a glass house than you need in an ordinary house. It must be bigger because the glassy house is harder to heat in cold, cloudy weather than the ordinary house is. And it must be quickly responsive because, if it isn't, this bigger heating plant will burn more fuel than is really needed per winter. Both your comfort and your economy depend on its quick response. When the sun comes out, your heat must go on. This saves you money and keeps the house from over-heating. When the sun goes off, the heat must come on again, quickly, to keep your glass from chilling you. If the house is designed right (with its big glass areas facing south), then your bigger heating plant may nevertheless burn less fuel. It may not be enough, of course, to make your *fire* in the boiler start and stop promptly. The actual heating effect is what you want when you want it. The *kind* of fire doesn't matter either. It can be oil, gas, coal, electric. The kind of heating fixture doesn't matter. It could be radiant heat panels, warm air registers, steam radiators, or a gas fireplace. It depends on local climate and your personal preferences. But it should not be a slow-acting, steady-going heat, such as the heated concrete-slab floor. That's a very good sort of heat, but it does not go well with a "solar" house. Too much lag."

Some houses have "split" systems. The big-windowed south room are heated by the quickly responsive hot-air system. The rest of the house uses more steady-going, slower-to-react hot water. Another house has two furnaces. This house is at Colorado Springs, where the big view is west. So it has big west windows. In that region they have very good winter sunshine. In the morning, when they get up, they run the east windows, then the west furnace. In the afternoon, when their west windows are doing business, they run the

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east furnace. So, much of the time, they have to pay to heat only half of their house.

RULE 4

A glassy house needs heavy draperies. To come out okay on your fuel bills, you have to draw those draperies at sundown in the winter. They act as an additional wall—additional to the double glass. They also help keep the heat in. You recall how you were told, during the war, that you would save fuel if you drew the shades. Well, it's the same idea, which becomes more important as your windows get bigger.

Curtains, too, are not what they used to be. They are better. No matter how small your windows, you can now use in curtains the reflective idea that has become so important in the insulation field.

You can put a stop to these goings-on if you hide a reflective metal foil between the drapery and its lining, you will catch radiant heat rays and throw them right back where they came from.

In the heating-and-comfort laboratories, they have long used shiny, silvery draperies, woven of metal thread. They had to buy the stuff from theatrical supply houses, which stock it for goddeses.

Some new heating devices, now in the works, will fit the "solar" house especially well, though perhaps mostly as auxiliary sources of heat. During 1950 you'll be able to buy electrically heated draperies, somewhat similar to electric blankets. You will eventually be able to buy electrically heated window panes, now in wide use as airplane windshields. What seems so good about those devices is that during cloudy weather and at night, they make the heat come, from the same side of the room that sun heat comes from when the sun is shining. And, being radiant heat, it is much the same kind of heat as sunshine. So, if your chairs, etc., are placed to be comfortable in sunshine, they'll be comfortable also at night.

RULE 5

Your adjustable sun shades (for summer control) must be designed right. They must be on the outside of the window, if they are to do any good.

This is another one of those rules that go for ordinary houses with small windows, no less than for the "solar" house. Millions of people all over the country suffer tremendous amounts of summer

(Continued on next page)



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Rusco's Positive Prowler-Proof Automatic Locking...
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Rusco's Scientific Breathing Action...
Rusco's Patented Sill Drainage...
Rusco's Patented Thermolok® Closure Frame...

When the weather is at its worst... you'll find Rusco Magic Panel Ventilation at its best! You'll be more comfortable and enjoy extra conveniences in a more healthful home in daytime. At night, you never need worry about sudden wind or rain storms and you get extra safety from Rusco's Positive Prowler-Proof Automatic Locking. Rusco is the complete year 'round window conditioner... gives you many patented, exclusive features that mean years of satisfaction and enjoyment. Solves your screen, storm sash and weather stripping problems forever. Send the coupon or call your Rusco Man. Let him show you *all* the year 'round benefits and exclusive features of Rusco... how you can enjoy them at no actual cost.

The sturdy Rusco Armco-Metal "Picture Window" Combination Door will give you maximum protection, year 'round comfort and beauty... plus years of trouble-free service.



RUSCO

... all-metal, self-storing COMBINATION SCREEN AND STORM SASH... backed by 14 years experience and over 5,000,000 satisfactory installations. When you buy RUSCO, you buy guaranteed satisfaction—there is no substitute for experience and dependability.

THE F. C. RUSSELL COMPANY

DEPARTMENT 1-H350 CLEVELAND 1, OHIO

World's Largest Manufacturer of Combination Windows

Gentlemen: Please send me illustrated literature on Rusco Windows and name of nearest distributor.

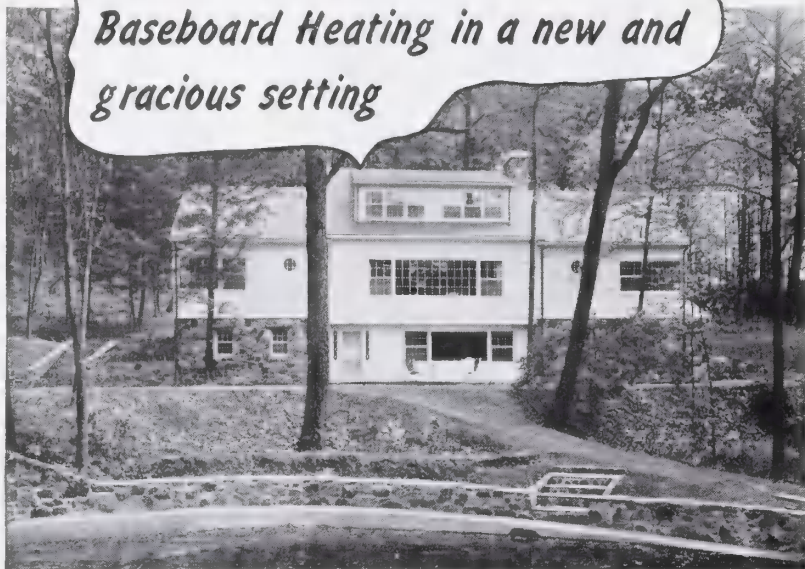
Name _____
Address _____
City _____ Zone _____ State _____
I own my home ☐ I plan to build ☐

"YOU'RE ALWAYS ONE STEP AHEAD OF THE WEATHER WITH RUSCO"

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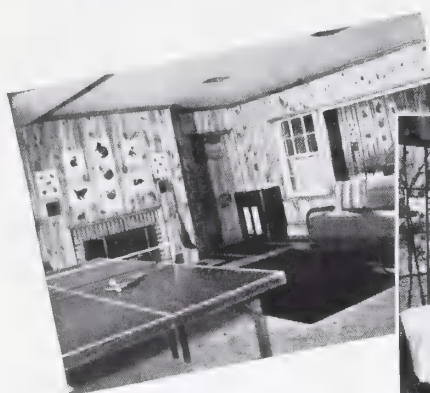
Look into the lovely home of Sterling North, book critic and author, and see Webster Baseboard Heating in a new and gracious setting



Primrose Brook Farm, home of Mr. and Mrs. Sterling North, Morristown, New Jersey. Heating Contractor: Rudolph A. Dill, Brooklyn, New York.

Primrose Brook Farm, near Morristown, New Jersey, home of the Sterling Norths, is only 40 minutes from publishers row in New York City. But, here in the woods with trout stream and pond, the author of the best seller, "So Dear to my Heart," finds relaxation, contentment and inspiration for his work.

"We looked at many heating systems," Mr. North says. "We decided on Webster Baseboard Heating because it offers mild heat for 'in-between' weather. We are delighted with the results."



The basement recreation room is warm and comfortable on the coldest winter day.

In the North home, Webster Baseboard Heating enclosures are painted to match the color scheme — from pastel shades in the bedrooms to walnut stain at this front entrance from the pond side.

"QUESTIONS AND ANSWERS"

Booklet "Questions and Answers about Webster Baseboard Heating" and descriptive literature on request.

Address Dept. HB-3

WARREN WEBSTER & COMPANY, Camden 5, New Jersey
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Webster

BASEBOARD HEATING

HOW TO CONTROL THE SUN

CONTINUED FROM PRECEDING PAGE

discomfort because they disregard this rule, because they don't understand how sun heat acts. And here again, as you make your windows larger, the rule becomes more important. In a glassy house, you simply can't afford to make mistakes in the design of your windows.

Right there you have a big reason why some people are afraid of "solar" houses. They've been in one, or thought they were, because there was a lot of glass. But it probably wasn't designed right in the first place. (Quite a few houses have been built that look "solar" but are not. Such houses speak the language of Modern Architecture without talking sense. For many so-called Modern houses don't work, functionally, any better than old styles.) Perhaps it was one of those cases where a house had a big west window. At any rate, it was too hot. The shades were all drawn, but still it was hot. People think that it proves glass will cook you. But what it really proves is that shades which keep out the light don't necessarily keep out the heat.

Once the sun rays get into your house through the glass, they are in. They will deliver their heat. If you draw the usual kind of shade, they will merely deliver their heat on that shade. And from there the heat flows all through the house. So, it is obvious what you must do. You catch or stop the sun rays with any old thing, outside, before they even get in through the glass.

For outside shading, you would use any of the traditional time-tested devices: trees, awnings, shutters, louvers. Anything is effective just as long as it is on the outside of the windows. You might use roll curtains made of bamboo. You might use some of the new things. And there's a whole new world of them. (See list on page 137-8.) There is a new kind of insect screening that is, in effect, a miniature metal venetian blind and perfect for west windows. (See sketch on page 130.)

There is also heat-absorbing glass. This glass is very effective. It cuts out almost none of the light, but almost half of the heat that's in sun rays. In doing so, the glass gets hot. Used in the customary manner, as a window pane, you'd still have a hot surface heating your house. This

would undo some of the good effects, but would still leave you better off than with ordinary glass. It comes also in a double pane: standard glass on the inside, heat-absorbing glass on the outside. That way, the hot pane spills most of its heat outdoors. Best use of heat-absorbing glass is as a removable (in winter) pane set a few inches out beyond the regular window so there can be an air wash on both sides of the glass. (See sketch on page 107.)

These five rules apply to all houses — ordinary and so-called "solar" houses alike. Any house that has a window is a "solar" house. The bigger the windows, the more "solar" the house; that's all. And the bigger the windows, the more important are these five rules.

These rules hold true in all parts of the United States. If you want both glass and comfort, these are the ways to get it. But not all these rules are equally important in all places. The "solar" house, just like the ordinary house, must still be engineered to fit the climate. In hot parts of the country, you would be extra careful to keep your glass in the shade, not only during high summer, but also in spring and fall; not only at high noon, but also during forenoon and afternoon. In places with warm nights (the Gulf Coast or Southern Florida, for instance), heavy draperies are not so important. In places where it cools off sharply at night (Arizona, much of California, most of the mountain states), they are very important. In cold and cloudy climates, you would try to have, as nearly as possible, only south windows. In Arizona, you might like big north windows (properly shaded against the hot summer evening sun) because they give you a view that's free of glare. In Florida, east windows are important, because you want a shot of morning sun almost the year round—in winter, to take off night chill, in summer to take off dampness.

We haven't said anything about the obvious necessity of having effective weather-stripping. Nor about the less obvious, often overlooked value of keeping your window frames caulked, so no heat escapes around the edges of the frame. These things are just as important as they ever were. Glassy houses need these precautions in the same degree as do dark, gloomy



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houses. They are common sense ways to reduce drafts, and save fuel money—anywhere.

And so it goes—the appearance of the "solar" house varies from place to place. But its fundamental logic is the same everywhere.

So—use your windows to better your climate.

Here is the list, referred to on page 107, of products and materials that will help you harness the sun.

Insulating Glass (double or triple)

Libbey - Owens - Ford Glass Co. (Thermopane). Toledo 3. Ohio.
Pittsburgh Plate Glass Co. (Twin-dow). Pittsburgh 19. Pa.

Heat-absorbing Glass (for hot weather use only—in overhangs, eyebrows, porches, outside west windows.) (See page 107.)

Blue Ridge Glass Corp. (Aklo). Toledo 3. Ohio.
Pittsburgh Plate Glass Co. (Solex). Pittsburgh 19. Pa.
Mississippi Glass Co. (Coolite). St. Louis. Missouri.

Roll Shades

(for porches, or to drop from overhangs)

Hough Shade Corp. (Vudor). Janesville. Wisconsin.
Raymond Porch Shade Co. (Coolmor). Janesville. Wisconsin.
Valencia Shade Co.. New York.
Chas. H. Demarest. Inc.. New York. N. Y.
Bamboo and Rattan Works. Hoboken. N. J.

Reflective Metal Foil (for inner linings of draperies)

Aluminum Company of America (Alcoa). Pittsburgh 17. Pa.
Reflectal Corporation (Alfol). New York. N. Y.
Reynolds Metals Co. (Kitchen Wrap and Frozen Food Wrap). Richmond. Virginia.

Louvered Insect Screening (for screening south and west windows and porches)

Ingersoll Steel Division. Borg-Warner Corporation (Koolshade). Chicago 4. Illinois.
Warp Bros. (Ventian). Chicago 51. Ill.

Fabric Awnings & Eyebrows (for shading south and west windows, porches, terraces)

McC Campbell & Company (Otis). New York 13. N. Y.
The Holton Corp.. New Orleans.
Jensen-Lewis Co.. New York. N. Y.
Cooley. Inc. (Aristocrat). Pawtucket. R. I.
Canvas Products Co. (Decorator). St. Louis 4. Mo.

(Continued on next page)



Now - Get just the Color Green you want!

It's a l-o-n-g way from emerald green to a delicate lime tint, with *hundreds* of shades in between! But no matter what color green you need to match a slipcover, rug or your favorite vase, now you can get *just* that color in the finest quality ready-to-use interior paint.

Nu-Hue Custom Color Paints now bring you *any* shade of *any* color you want *without* old-fashioned guesswork or hit-or-miss mixing! You avoid disappointment—in *advance*—with this easy and accurate Martin-Senour Nu-Hue method for paint color selection.

You choose from *hundreds* of actually painted samples. And you can duplicate every prescription-mixed Nu-Hue Color at *any later date*—in flat, semi-gloss or enamel finish paint! No wonder decorators and housewives everywhere hail amazing Nu-Hue Custom Color Paints.

See for yourself how quick, how easy it is to get *any* shade of *any* color at *any* time.

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HOW TO CONTROL THE SUN

CONTINUED FROM PRECEDING PAGE

Wm. E. Hooper & Sons, New York, N. Y.

Dickey Mfg. Company, Toledo 2, Ohio.

Hettrick Mfg. Co., Toledo, Ohio.

The Astrup Company, Cleveland 13, Ohio.

Eureka Tent & Awning Co., Binghamton, N. Y.

Little Rock Tent & Awning Co., Little Rock, Ark.

Foster Co., Inc., New Orleans, La.

Crawford-Austin Mfg. Co., Waco, Texas.

J. C. Goss Company, Detroit, Mich.

Powers Company, River Forest, Ill.

J. L. Stuart Mfg. Co., San Francisco 1, California.

Carnie-Goodwin-Pendleton, Sacramento 10, Cal.

A. Mamaux & Son, Pittsburgh, Pa.

The Wagner Awning & Mfg. Co., Cleveland 13, Ohio.

Alfred G. Peterson & Sons, Quincy 71, Mass.

F. M. Stevenson Co., Baltimore 2, Md.

Anchor Supply Co., Evansville 3, Ind.

G. B. Carpenter & Co., Chicago, Ill.

Atlas Awning & Canvas Goods Co., Chicago 7, Illinois.

Andal Mfg. Co., Cuyahoga Falls, Ohio.

White Metal Awning Co., Pensacola, Fla.

Metal Tile Products, Inc., Hastings, Mich.

Vanco Machine & Tool Co., Pittsburgh 15, Pa.

Aluminum Awning Corp., Rutherford, N. J.

Lewis Mfg. Co. (Lewis), Monrovia, California.

Air-O-Blind Metal Awning Co. (Air-O-Blind), Monrovia, Calif.

Kool-Vent Metal Awning Corp. of America (Kool-Vent), Pittsburgh, Pa.

Ron-Del, Inc. (Ron-Del), Bastrop, Texas.

The F. C. Russell Co. (Rusco), Cleveland 2, Ohio.

L. D. Graham, Inc. (Shade King), Chicago 31, Ill.

The Troy Sunshade Co. (Sunshade), Troy, Ohio.

Perm-A-Vent Division, Yorkline, Inc. (Perma-A-Vent), Union City, Pennsylvania.

Perm-A-Vent Division, Yorkline, Inc. (Perma-A-Vent), Union City, Pennsylvania.

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fine crystal
for a festive table

Brilliant as the tropical sun . . . this hand-wrought Heisey pattern has plucked an exotic pineapple for its modern motif.

Dramatic for company occasions, yet Plantation stemware and table accessories are modestly priced for your family's everyday use or for welcome gifts.

A. H. Heisey & Co., Dept. H-3 Newark, Ohio.

Write for new Plantation booklet.

Wood Awnings

(for shading south and west windows, porches, terraces)

National Ventilated Awning Co., Dallas, Tex.

Metal Awnings

(for shading south and west windows, porches, terraces)

Aluminum Awning Co. (Life-Long), Tulsa, Okla.

Perma Steel Corp. (Perma-Steel), Detroit, Mich.

Outside Blinds, Louvers, Jalousies (for shading any window or porch on south and west sides)

The F. C. Russell Co. (Rusco), Cleveland, Ohio.

Cleveland Venetian Blind Co. (Clearview), Dallas 1, Tex.

Pro-Tect-U Jalousie Corp. (Pro-Tect-U) Coral Gables 34, Fla.

J. S. Thorn Co., Philadelphia 32

Gate City Sash & Door Co. (Gate City), Fort Lauderdale, Fla.

Crest Industries, Inc. (Crest Window Visor), Chicago 1, Ill.

Universal Corp. (Sealuxe), Dallas 9, Texas.

THE PLEASURE OF BEING CHEATED

CONTINUED FROM PAGE 97

lies in diversity, walking up those steps, at every one of which more of the miracle shows itself. I do not want to worry over the justness of my laundry bill. When I eat a *loup* fish at the *Relais des Porguerolles* (the finest fish place in Paris and one of France's great small restaurants). I am utterly indifferent to the fact that I may be paying more for the same food than does my Parisian neighbor. When I am being driven around the 17-mile drive in Delmonde and I see the cormorant bird and remember that Shakespeare was fascinated by its villainous ugliness. I wish to be undisturbed by the doubt whether the canny Californian driving me is

charging me the correct taxi rate. He probably isn't. But I submit. I have a better time traveling. I see more and I get more out of the people and the countries that I visit, because I waste no time, no thought, no fret in trying to outwit the international practice of charging the traveler a little more than is absolutely proper.

I have long ago given up attempting to get the better of a gondolier, a taxi driver, a concierge, or a hotelkeeper. I am perfectly aware of the fact that a double scale of prices exists. There are prices for the inhabitants and there are slightly augmented prices for the handsome stranger.

Heisey
HAND-WROUGHT CRYSTAL

Rich

Smooth




CRESTA BLANCA


SOUVENIR
CALIFORNIA
PORT
Ruby



CRESTA BLANCA WINE CO.
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Oliver Building, Boston 9, Mass.
Please send me my free copy of "The Little White Book" with pictures of ten Prize Houses and complete information about Cabot's Collopakes... plus Color Card showing 24 different shades!

NAME _____
STREET _____
CITY _____ STATE _____

What of that? What does it all amount to at the end of a trip? What real difference does it make, even if, like myself, you are not wealthy? The big costs of any journey are the fixed costs. The single biggest item of a European trip is the fare. (From one-third to one-half of your total cost.) Once you swing the fare, the rest of it is easy.

The same is true of a Mexican or a South or Central American holiday. It holds true also if a New Yorker wants to visit California or the Canadian Rockies. You know how much the fare will be. The cost of your hotel room (with or without food), for which you have received a quotation in advance, is predetermined as well. So is the price of the clothes you need. These are what I might call your "official" expenses.

There remain the unofficial costs. These include the cost of a meal in the restaurant which you did not plan to visit but which now pleases you so much that you order an extra bottle of *Vouvray*. They are further accrued by your decision to experience the dusk of Assisi alone, in a hired car instead of on the bus in company with 32 infidels. Unofficial costs also consist of sudden minor purchases, your laundry bills, café bills, theater tickets, and that ubiquitous expense, the tips. My best estimate of the difference between paying a little too much for these items and paying the absolutely home-grown, inhabitant's rate amounts to ten per cent of your total traveling budget. Ten per cent is a liberal estimate.

You can make a European trip, and a good, unstinted one, for \$1,500 a person. Ten per cent of \$1,500 is \$150. Is \$150 important when confronted with \$1,500? Is it important when you can get further and have a better time by treating it lightly? Consider that ten per cent the thieves' margin, if you like. Consider it an enjoyment insurance. Accept it as an extra tribute to travel. Don't fret about it.

But most travelers do fret about it. Behold the traveler at the hotel desk become purple and choleric, observe him spend an hour of his rationed time poring over the minor items of his bill, watch him spoil his own mood and darken his own disposition because he wants to be sure that he has not been overcharged. Observe him also as he runs to six Change offices in his attempt to get the best foreign exchange rate for his dollars, whereas

(Continued on page 155)

New Wurlitzer Organ
is fun to play and
grand entertainment
for everyone —

DICK LEIBERT




Dick Leibert, famous Radio City organist, NBC and CBS radio star, and RCA Victor recording artist, at console of new Wurlitzer Home Organ

"After playing the 'Mighty Wurlitzer' at Radio City Music Hall for the past seventeen years," says Dick Leibert, "I've naturally acquired a great deal of respect for Wurlitzer performance and the Wurlitzer name."

"Now the new Series 30 Wurlitzer Organ brings true Wurlitzer brilliance right into your living room. Just a finger-touch creates solo voices—flute, clarinet, French horn, strings—or the full swell of the orchestral ensemble. It's an organ that invites you to sit down and play!"

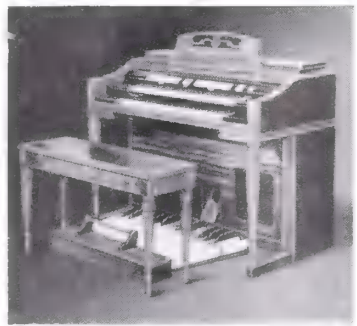
The new Wurlitzer is a complete organ. Two full 61-note keyboards. A 25-note pedal clavier. A range of more than 1000 different tonal colors. Yet this remarkable instrument fits into a corner of a small living room and is the lowest-priced standard two-manual organ on the market. See it at your Wurlitzer dealer's.

Wurlitzer makes the only complete line of electronic organs. Priced from \$1095. Model illustrated, \$1895 F.O.B. North Tonawanda, N. Y.

 See the new Wurlitzer Pianos, too. More people buy Wurlitzer than those of any other name.

WURLITZER

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The Rudolph Wurlitzer Company, North Tonawanda, New York



Capture the Sun

with

B & G Hydro-Flo[®]

Radiant Panel Heating



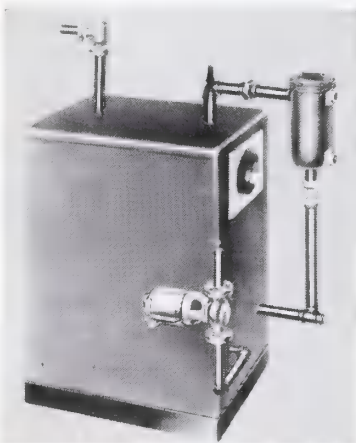
It's little less than magic—this utterly modern way to heat your home!

There's no visible means of heating, yet a B & G Hydro-Flo Radiant Panel System floods your home with sunny warmth from Fall to Spring. Pipe coils in the floor or ceiling emit a constant flow of *radiant heat* as soothing as sunshine. You'll be delighted, too, with the decorative freedom permitted by this *completely concealed* system . . . and with its greater cleanliness.

Surprisingly, it costs no more to have the luxurious comfort of B & G Hydro-Flo Heating. The heat supply is automatically matched to the weather—so exactly that your home is always at the same comfortable temperature. This precise control of heat means not only greater comfort but *lower fuel costs!*

Plus year 'round hot water for kitchen, laundry and bath

Hot water when you want it . . . *all you want* . . . for automatic washers, for baths and showers . . . at a cost so low you can use it unsparingly.



B & G Hydro-Flo Heating equipment is simple—a warranty of dependable, service-free operation. The basic units, B & G Booster Pump, Flo-Control Valve and Water Heater can be installed on any hot water boiler. Heated water is circulated through the system under positive control which avoids wasted heat and assures snug comfort in any weather.

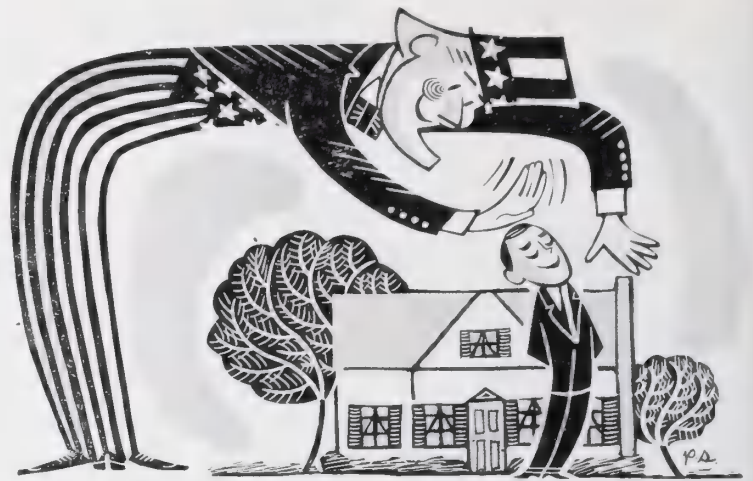
For the complete story of B & G Hydro-Flo Heating, send today for free booklet.



BELL & GOSSETT

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Please send your free booklet "Capture the Sun with B & G Hydro-Flo Heating."

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Address
City Zone State *REG. U.S. PAT. OFF.



Your home investment and Uncle Sam

Twelfth of a Series on the Business of Home Ownership

by Miles Colean

Through due process of law, Uncle Sam arranges each year to assemble a sizable part of his keep by a familiar device known as the income tax. While his assigned agents in the Bureau of Internal Revenue are most insistent on receiving due recognition on the Ides of March, they disclaim with equal vehemence any desire

to collect more than the law requires.

To quote from a government pamphlet on *How to Prepare Your U.S. Income Tax Return*, "The law expects you to pay your correct tax—no more, no less." Your accounts on housing expenditures can easily help you to restrict your annual contribution to the

Do not use this page if your income is wholly from salaries, wages, dividends, and interest

Page 2

Schedule A—INCOME FROM ANNUITIES OR PENSIONS

1. Cost of annuity (total amount you paid in) \$
2. Amount received tax-free in prior years \$
3. Remainder of cost (line 1 less line 2) \$
4. Total amount received this year \$
5. Excess, if any, of line 4 over line 3 \$
6. Enter line 3, or 3 percent of line 1, whichever is greater (but do not enter more than line 4) \$

Schedule B—INCOME FROM RENTS AND ROYALTIES

1. Total net income of property \$
2. Amount of rent or royalty \$
3. Depreciation or depletion (include in Schedule D) \$
4. Repairs (include in Schedule D) \$
5. Other expenses (include in Schedule D) \$

720 Orchid Place \$ 1,800 00
Nurmes, Conn. 388 83 36 15 115 00

Net profit (or loss) (col. 2 less sum of cols. 3, 4, and 5) \$ 1,360 02

Schedule C—PROFIT (OR LOSS) FROM BUSINESS OR PROFESSION (For owner should attach Form 1000)

State (1) nature of business (2) business address
Do NOT include in this schedule all goods withdrawn for personal use.

1. Total receipts \$
2. Total expenses \$
3. Total \$

Total income from above sources (Enter on line 5, page 1) \$

Schedule D—EXPLANATION OF DEDUCTION FOR DEPRECIATION CLAIMED IN SCHEDULES B AND C

1. Kind of property (if building, also entered on lines 1 and 2) 2. Date acquired 3. Cost or other basis (do not include land or other nondepreciable property) 4. Approx. life expectancy in use of real or personal property 5. Depreciation claimed or allowed in prior years 6. Remaining cost or other basis to be recovered 7. Estimated remaining life expectancy in years 8. Estimated depreciation for year 9. Estimated depreciation for year

One-family residence 5/15/46 \$15,533.00 none none \$15,533.00 40 yrs. 388 83

Schedule E—EXPLANATION OF COLUMNS 4 AND 5 OF SCHEDULE B, AND LINES 4, 14, AND 17 OF SCHEDULE C

1. Column of line 14 2. Expenses 3. Amount 4. Column of line 14 5. Expenses 6. Amount

4 Plumbers service 5 00 5 Neighborhood Association 10 00
4 Pickets 7 50 5 Insurance 105 00
4 Roof slate 14 75
4 Window glass 7 75
4 Paint 7 15

NEW UNUSUAL

Liberty
CATHEDRAL
TONE
CHIME



This Liberty Chime calls you to the door in the loveliest tones you ever heard—two if it's the front door, one if it's the rear. Liberty's Resonance Magnifier is the secret . . . rolls out the deep timbre and rich overtones of a true cathedral chime. Other Liberty Chimes from \$3.50 to \$19.95, at your dealer's. Write for illustrated brochure.

THE LIBERTY BELL MFG. CO.
Since 1924 MINERVA, OHIO

Trials



of a
HOSTESS

turn to triumphs when you use Hi-Jacs. These hard-working coasters look pretty on the job. They fit all size glasses, catch the drips, protect clothes and furniture. Washable terry-knit with elastic, in assorted decorator colors. Sets of 8, smartly packaged for gifts. Buy at all good department stores and gift shops, only \$1.25 and \$2.00.

THE HI-JAC CO.
Fort Payne, Ala.



smallest legitimate proportions.

The homeowner will usually be preparing his income tax as an owner-occupant of his house, but on occasion he may also be an owner-landlord or a recent owner who has sold to someone else. The pertinent income tax rules are different for each status. In one tax year, the homeowner may have two different statuses to report.

We'll consider your principal concerns with the income tax collector as owner of a house in the three ordinary situations and some of the easier combination circumstances. Remember, however, that income tax rules can and do change and that in case of doubt or especially complicated situations, special help in preparing your return can be obtained free from the nearest office of the Collector of Internal Revenue.

During the time you live in your own home, there are two major housing expenditures which may be deducted from gross income in computing your net income subject to federal income tax. One deductible type of expenditure which is common to practically all homeowners is the property tax, whether levied against the property for general expenses of the city, county, or state or for such specific purposes as the support of schools or parks, etc.

The second general class of expenditures which owner-occupants may deduct is interest paid on personal debts. For the homeowner, this includes the interest portions of mortgage payments and any interest paid or discount given on time-payment arrangements for home improvements.

The homeowner is not permitted to deduct from his gross income the amount paid to taxing authorities for special improvement assessments, nor for specific public services such as garbage collection or water. The specific services are classed as personal expenditures, while special assessments are considered to be investments by the owner since the improvements financed are supposed to have added at least an equivalent amount to the value of the property. However, any part of an annual payment on a special assessment which is designated as "interest" is deductible by the taxpayer as interest on personal indebtedness.

To the owner-occupant, insurance premiums are not deductible for income tax purposes. This includes mortgage insurance premiums paid to the mortgagee along

(Continued on next page)



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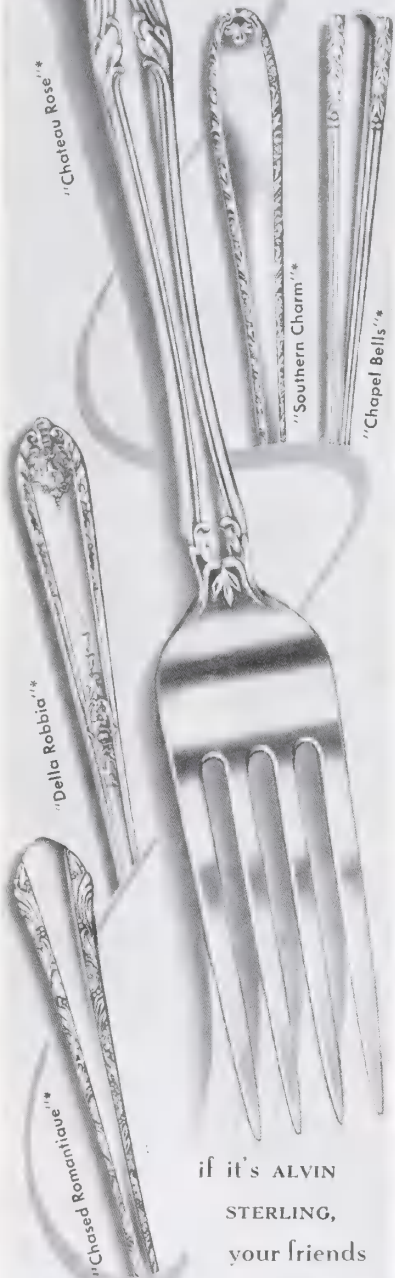


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CONTINUED FROM PRECEDING PAGE

with interest on the mortgage, as well as such premiums as fire or public liability insurance. However, if the homeowner sustains a casualty loss from a hazard, such as fire or windstorm, the amount of this loss in excess of reimbursements from the insurance coverage is deductible from current income for tax purposes.

If the homeowner decides to live in an apartment for a while and rent his home, his expenditures on his house make a quick change of status for income tax purposes. When the house has been rented, it immediately becomes a business enterprise, and both income from it and expenses on account of it while it is either rented or offered for rent should be reflected in the income tax return.

As a landlord, the owner may deduct from his total income the tax and interest payments which have been described as deductible for the owner-occupant. These deductions are recorded on page 3 of Form 1040. As expenses of operating his house as a business, he may also deduct his insurance premium payments (including public liability and mortgage insurance premiums), expenditures for maintenance (including painting and decorating), miscellaneous costs such as neighborhood improvement association charges, and any operating costs paid for the benefit of the tenant, such as water and garbage disposal charges. These operating expenses are listed in Schedule G of the Tax return (as illustrated) and summarized in Schedule B.

If the rental contract requires the owner to provide the services of a handyman for grounds care or firing the furnace, for example, his wages and the cost of materials and small tools used up by him are properly deductible from the landlord's gross income as operating expenses for the house. Likewise, if a real estate agent is employed either for initial renting of the house or for continuing management, his fees are deductible as operating expenses.

In addition to these foregoing items of interest, taxes, and operating costs, the Bureau of Internal Revenue expects the landlord to deduct from his gross income each year a charge for depreciation of his house. As described in a preceding article, depreciation of a structure is looked upon as a using

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up of capital. In recognition of this using up of capital, the Bureau of Internal Revenue permits landlords to set aside from their income each year enough cash to compensate for depreciation so that at the end of the useful life of the building, a fund has been accumulated for use in replacing it. These amounts set aside each year are considered a replacement of capital and are deductible from income for taxation purposes.

Depreciation on rental property for federal income tax purposes may be computed in the general method described and used in an earlier article in preparing the illustrative *Investment Status Record*. Permissible also, but less commonly used, is an accelerated depreciation schedule with greater depreciation in the earlier years. Any schedule of depreciation for rental property, however, must be explained in Schedule F of the tax return (see illustration) and be acceptable to the tax collector.

For income tax computations, one change should be noted from the depreciation calculation in the earlier article. Expenses for painting, papering, floor sanding, and similar activities are classed by the Bureau of Internal Revenue as operating expenses which should be deducted directly from income for current tax purposes rather than counted as capital investment eligible for depreciation.

The depreciation deduction for rental property must be taken currently by the landlord. It cannot be deferred from year to year until a convenient time. And Uncle Sam will assume that all permissible depreciation was taken year by year, whether the taxpayer really took advantage of it or not. Total depreciation deductions over a period of years may be made by landlords (including any annual deductions which should have been taken, but were not) up to the total amount of capital investment and replacement expenditures for parts of the structure or for equipment, excluding the value of the land, or up to the market value of the property when it was first rented (excluding land value), whichever amount is smaller.

It should be noted, for this purpose, that depreciation charges for the period an owner lives in the house are not counted by the Bureau of Internal Revenue as actual depreciation—only depreciation for the period when the house was used for rental purposes. Accordingly, if an owner keeping accounts on his own home should decide to rent it, he should start

an additional account for *Landlord's Investment Status Record*. This record will be used specifically in preparing tax reports.

This new account would be identical in form to the other *Investment Status Record* (which, incidentally, should be continued even during the rental period). The first investment status computation on this new account would be made as of the date the house was vacated by the owner and made available for rental use. The initial entry for gross capital investment will be the smaller of either (1) current market value, or (2) the sum of purchase price, settlement costs, and capital improvements to date.

Since no depreciation is to be recorded for the period of owner-occupancy, both gross and net capital investment in the first column of this *Landlord's Investment Status Record* will be the same. This amount minus the value of the and constitutes the total value which will be depreciated. A new depreciation table should be set up, beginning with this total value to be depreciated. A new economic life of the property may be selected for this *Landlord's Depreciation Table*, and this depreciation schedule should be shown in

Schedule F of the income tax return for approval by the Bureau of Internal Revenue. From this beginning, depreciation should be calculated and the *Landlord's Investment Status Record* should be maintained.

When a house for which accounts are being kept is changed to rental use, it would be wise for the account-keeper to show the time of this change in each of the accounts previously described. Subtotals for the non-rental part of the current year would be helpful, or entirely new accounts duplicating the old ones may be prepared for the rental period only.

The subtotalling method is, of course, easier; and it will permit quick identification of the various expenditures which may be deducted from rental income as operating costs for the rental business and also those which may be included in the depreciation table and *Landlord's Investment Status Record* for depreciation credits.

As a landlord, the owner will now need special records of rents collected and management or renting expenses. Simple two-column accounts should be adequate, showing dates, items, and amounts for individual entries, with annual totals as done in other accounts.

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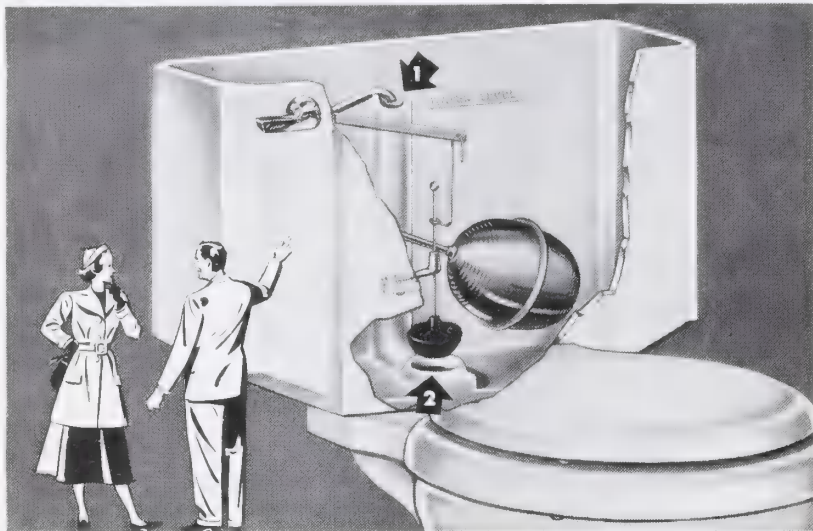
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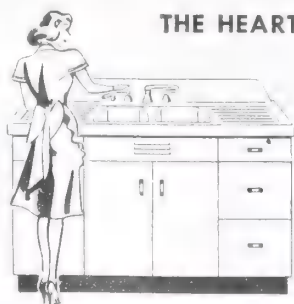


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To make a good bathroom

CONTINUED FROM PAGE 115

If you're designing a bathroom for three people to use, plan three compartments, separately lighted and ventilated. An extra lavatory, or perhaps a stall shower, will add just that much more convenience. So will a lavatory in your bedroom, especially if you divide the bedroom into dressing and sleeping areas as in the last floor plan below. In any case, breaking up your bathroom into its individual parts will give you extra facilities, and prevent traffic bottlenecks every morning, at little extra cost. For successful compartment-planning, leave plenty of floor space for several people to get about without tripping over each other. Locate doors so that, for instance, the

toilet is not glaringly visible from bedroom or hall. Use the new hardware that keeps children from locking themselves in.

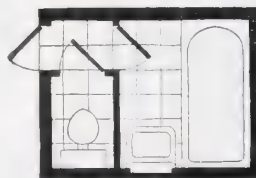
Three reasons for ventilation

Odors, moisture, and summer heat can all make your bathroom unpleasant to use. Why put up with them? If you ever have cold weather, the only reliable, year-round answer is a mechanically driven exhaust fan (opposite) with automatic shutters to keep cold air and rain out. Locate this fan midway between toilet and shower. Put it as close to the ceiling as you can, because that's where hot, stale air collects.

(Continued on page 146)

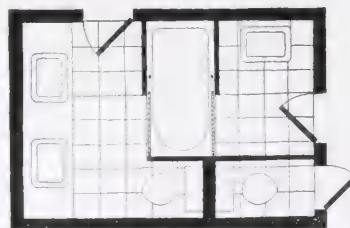
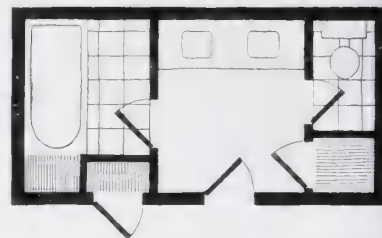
Each of these bathrooms

does the work of two or more



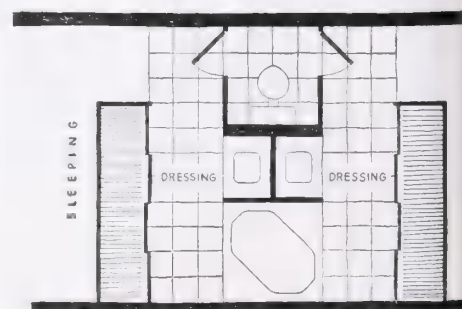
One simple change—enclosing toilet—could make many existing baths serve two people.

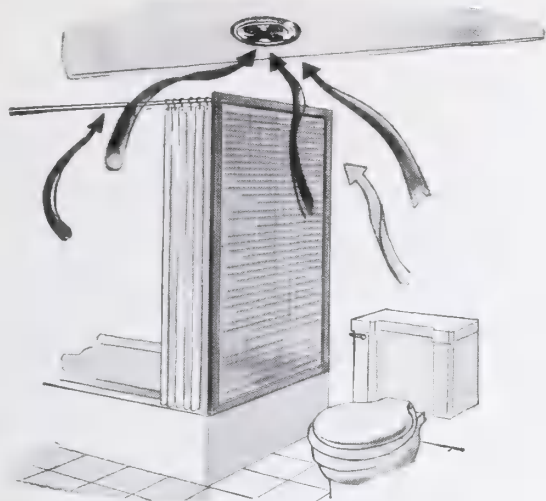
Three-compartment bathroom can serve three people. Extra lavatory might make it four.



This arrangement serves four: Mr. and Mrs. (left), boy and girl (right). Tub is shared.

Plumbing wall divides quarters for two children. Toilet and tub are vented through attic.

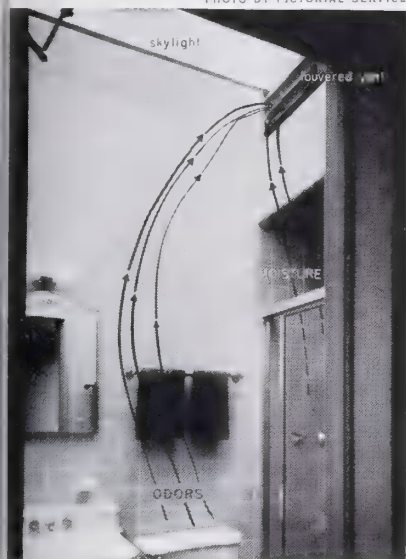




An exhaust fan is a must for any northern bathroom. Used intermittently, it will whisk away water vapor and odors, yet never let cold outside air enter. Use it in summer to keep bathroom breezy and cool.

**These three bathrooms
have built-in Climate Control**

PHOTO BY PICTORIAL SERVICE



A ceiling vent may suffice in warm climates, if fan elsewhere doesn't draw bathroom air to living rooms.

Odor-control is here carried to its ultimate conclusion: Ventilation is supplemented by fragrance from flowers.

PHOTO BY ROBERT DAMORA



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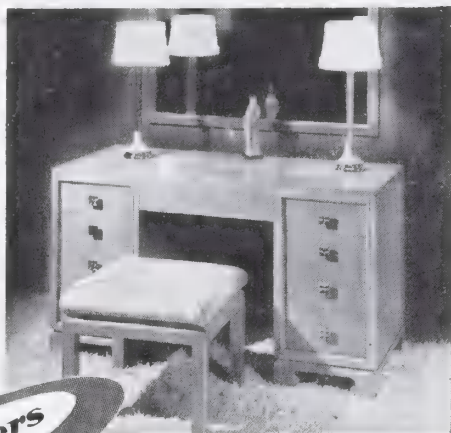
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TO MAKE A GOOD BATHROOM

CONTINUED FROM PAGE 144

Put it as close to the outside as you can, to minimize ductwork. Remember that you must replace the air the fan takes out, so provide an air inlet from another part of the house, if you want to utilize already-warmed air. This inlet should be at least as large as the fan's outlet. A transom over the door would do, or even a crack under the door. Plan switching just as carefully: If you enclose your toilet, put a switch inside, within reach. But, for safety's sake, never put switches where you can reach them from tub or shower.

No matter what kind of fan you use, it will keep your bathroom breezy in summer. If you can't afford air conditioning, summer climate control demands plenty of extra air motion.

How to insulate against noise

As sound insulation, you have three practical possibilities: (1) Build ordinary mattress-type insulation into the walls of your bathroom. (2) Use a heavy, massive wall—such as a fireplace wall—to insulate one side of the room. (3) Sandwich the bathroom between dead spaces like closets, storage rooms, bookshelves, utility rooms. Incidentally, you might very well have a utility room handy for two reasons: Plumbing economy demands that you keep bathrooms, utility space, kitchen, and laundry as close together as possible. And

since you use more hot water at the lavatory than anywhere else in the house, your water heater should logically be close by. (This in turn cuts the time you wait for your lavatory faucet to deliver hot water.) Sound-absorbing material on ceiling or walls (and just outside the door) will help, as will a quiet water closet. Also, wrap plumbing lines with soft material when they're installed, and use mercury electrical switches that do not click.

Warm as toast inside

You need two kinds of heating in your bathroom: Ordinary general room-heating when you're dressed, plus quick spot heat as you step out of bathtub or shower. If you're planning a radiant panel system for general heating, run an extra coil under tub and behind tub wainscot. If you're planning on warm-air heating, try to pass some of that air under the tub. Either trick will keep your tub and shower warm to the touch. For spot heating, you have many possibilities. Such heaters may be electric or gas-fired, and come specifically designed to be built into the wall, out of the way, near tub or shower. Infra-red lamps cost very little, and make excellent spot heaters. A new electrically-heated folding screen can warm three sides of you as you dry off.

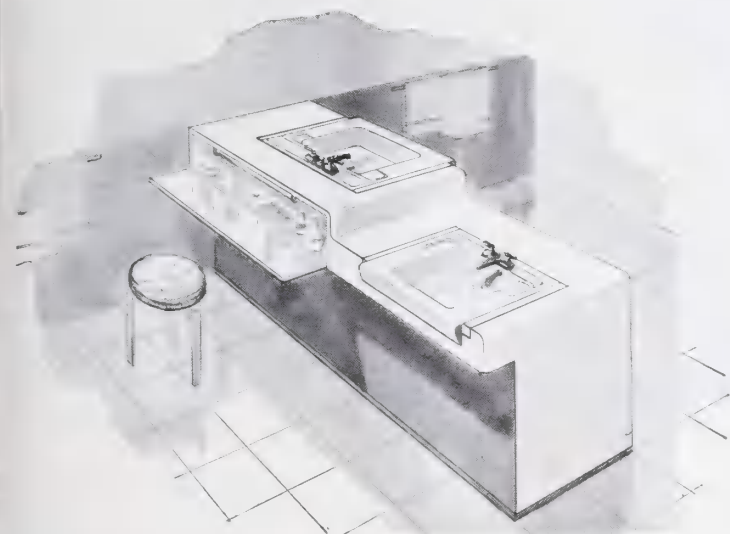
(Continued on page 149)

DRAWING BY HELEN SCHIACV



A sunny outdoor shower is a pleasant way to clean up after summer activities like weeding the garden or playing tennis. Surround it with fence for privacy. Floor it with masonry materials or wood decking.

It takes more than plumbing
to give you convenience at the lavatory



Height is important: Far lavatory here is higher than usual, for a man to use with ease. Since bowls face two ways, each user has elbow room. Note drains for soap cast into each bowl.



This prefabricated unit has trays for cosmetics and shaving equipment, a lockable medicine drawer, dust-free linen storage, and waste container. Towels hang conveniently at side.



Plan your own combination of these low-cost modular units. Bottom drawer under lavatory pulls out as step for children. Matching units include vanity and small overhead cabinets.

This
FIREPLACE WARMS ALL THE ROOM,
EVEN ADJOINING ROOMS



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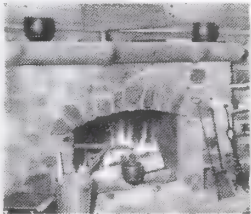
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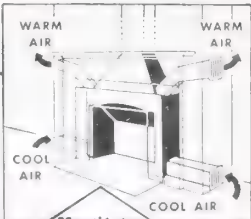
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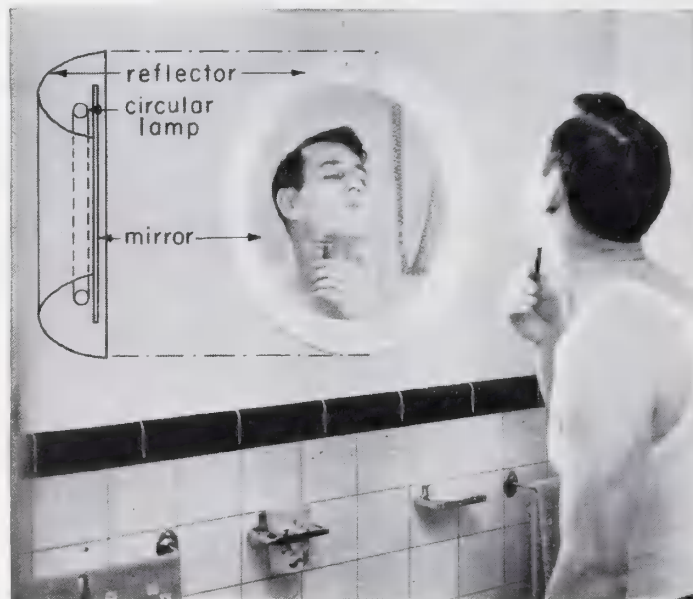
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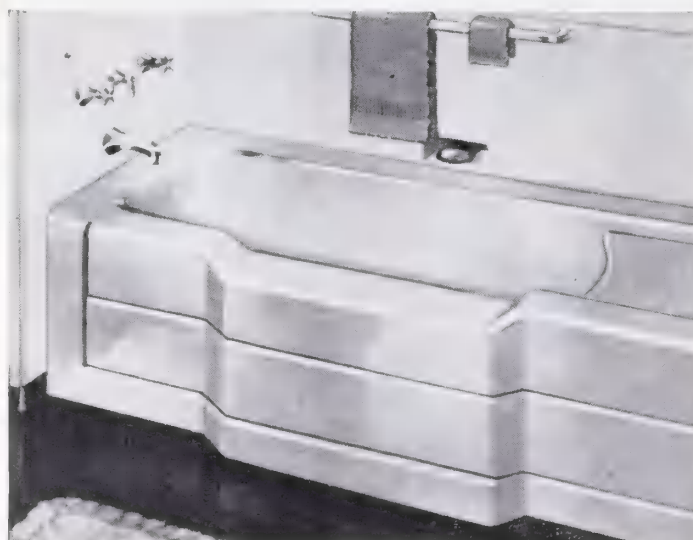
PHOTO BY E. KAMPSHROER



Window over lavatory at chest height gives excellent daylighting for making-up. Tankless, wall-hung toilet simplifies cleaning, but costs extra to install and may be noisy. Note storage over basin.



Ideal shaving light demands completely-shielded circular lamp, as in this custom-built fixture. For perfect comfort as well, be sure you can get close to mirror without climbing over lavatory.



You can sit either at the end of this bathtub, or on its wide apron front. Flat tops of today's tubs give you some shelf space to use, in case you haven't built adequate storage into the wall.

TO MAKE A GOOD BATHROOM

CONTINUED FROM PAGE 146

Two kinds of glareless light

Proper lighting has a definite effect on your health, because glare or contrast between light and dark areas actually harms your eyes. Unshaded artificial light will do. A small window makes contrasts between light and dark areas in excess of what your eyes can stand—so use transparent walls, translucent walls, or skylights. At night, or in a compartment without outside exposure, you need the same kind of over-all lighting. Best solution is to light the entire ceiling. This is an old idea, often used in other rooms but rarely in the bathroom: Paint the ceiling white and direct external light to it. (Mix a little pink in the white to bring out the color of your skin.)

In localized lighting for facial grooming, try to approach the ideal solution pictured on page 148. Many commercial medicine cabinets have integral lights that approach this ideal. Another kind of lighting you may want is ultraviolet—not only for its sun-tan effect, but for Vitamin D and its action against germs. (Latest sun lamp is a fluorescent tube, claimed to be 5 times as efficient as previous

ones.) In planning the switching for all this, look into the new remote-control systems which allow you to put bathroom heat- and light-switches in your bedroom, at comparatively low cost. A red warning light at your bedroom control panel will remind you what equipment is on. In selecting materials, remember that high-gloss finishes are sources of reflected glare. Make your bathroom, literally, easy on your eyes.

Storage at your finger tips

If your storage is really well thought out, you'll discover two things: (1) Everything you need will be stored right where you need it. (2) It will be easier to put things in their places than leave them around. To achieve such storage, inventory everything you now have in your bathroom. Add to that everything that *should* be in your bathroom. Mentally put yourself at each fixture and decide what things you want there, and at what height. Then store them there.

Here are some ideas for your consideration: Eliminate cakes of soap
(Continued on page 150)

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Priscilla Turner Hooked Rugs

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*to match your
dreams*

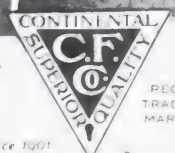
Thomas Chippendale, Jr. followed in the footsteps of his famous father to design and produce much fine furniture of similar though less extravagant style. . . . This Continental interpretation is named for his Jermyn Street workshop in London.

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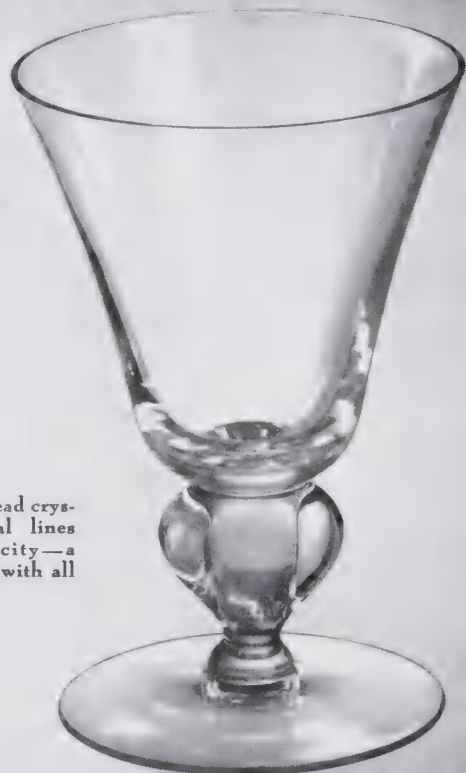
The Jermyn Street

SOLID MAHOGANY

SENECA CRYSTAL

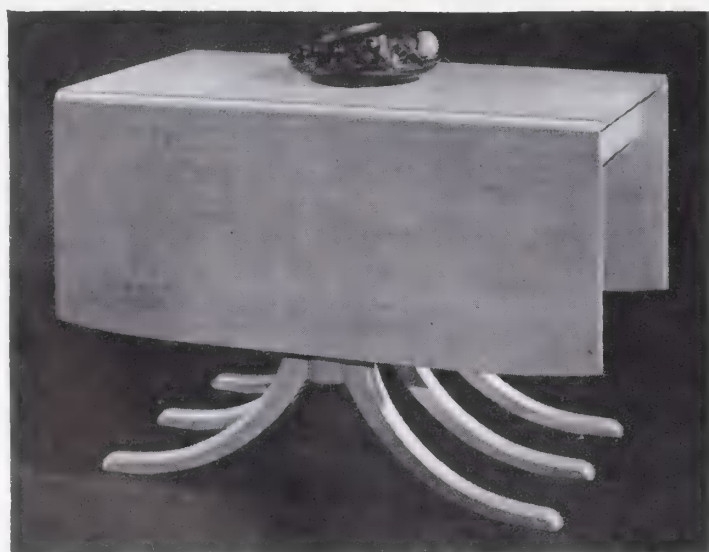
★
*American
Craftsmanship
at its
Best!*
★

INGRID
—clear hand-blown lead crystal with symmetrical lines emphasizing simplicity—a pattern to blend well with all table settings.



*Illustrated circular and
name of dealer near-
est you upon request.*

SENECA GLASS CO. • Morgantown, West Virginia



SOLID OAK AT ITS *Natural* BEST

It doesn't take a cabinet maker to appreciate the natural grain, inherent beauty of this choice oak table . . . superbly designed for versatility. Between meals it folds to compact 26" x 42". Ideal for apartments, small homes. Measures 42" x 60" with leaves up. For large-scale entertaining, three filler leaves expand it to 42" x 96".

Attractive matching chairs with chartreuse or coral plastic upholstery are available. See these "Springfield" pieces at quality furniture stores. Write for name of nearest dealer.



SPRINGFIELD FURNITURE WORKS, INC.
502 W. EUCLID AVENUE, SPRINGFIELD, OHIO

MANUFACTURERS OF OCCASIONAL FURNITURE AND DINETTE SETS

TO MAKE A GOOD BATHROOM

CONTINUED FROM PRECEDING PAGE

by building in a lather dispenser. (You use liquid soap anyway—it's called shampoo.) A lather dispenser delivers a scientifically compounded mixture (about 1% soap, 9% water, and 90% air), designed to save you up to 65% on soap. One new liquid hand soap contains lanolin to keep your skin soft. At the water closet, put your paper holder where you can reach it—not behind you. (Be sure it's large enough to turn a full roll properly.) All towels and washcloths should be stored in the bathroom, convenient to lavatory and tub. Store guest towels in a marked spot, and plan hanging space for guests, too. (The British wisely hang towels on warm-water pipes.) Eliminate the unsanitary common tumbler by using paper cups, which come marked for measuring medicines, complete with an inexpensive wall-hung dispenser. Build an electric clock into the wall for commuters and school kids. An outside thermometer and a radio for the morning weather report will help you decide what to wear. If you *must* do your laundry in the bathroom, plan a portable basin with cover for soaking. Maybe you'll want an iron, too. To pedicure in comfort, build in a slanting shelf you can curl your toes around.

Dressing-room storage should be equally well-detailed: Line one closet with natural cedar against moths. Use three mirrors as your clothing store does—so you can see yourself full-length, front and back.

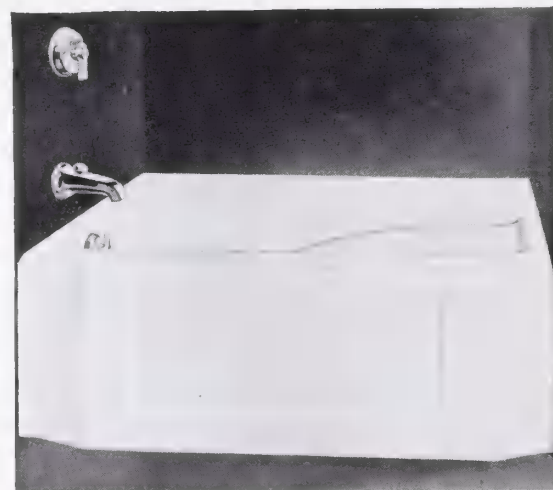
Plumbing is easy to shop for

There are only a few national manufacturers of plumbing fixtures. So shop around and get the

very best for your money. Here are a few thoughts to help you. A new faucet (pictured at top page 116) has "Temperature" and "Flow" handles instead of "Hot" and "Cold"—leave the temperature control set to save time, water, and fuel. A new line of lightweight inexpensive lavatories is made of acrylic plastic. You can get shower heads that: (1) save water by putting out an elliptical, body-shaped spray, aerated for less splash and better lather; (2) pivot down to fill the tub, saving the price of tub faucet; (3) have only one handle to operate, instead of two; (4) have adjustable spray—need to normal to flood position; (5) are mounted on a universal joint to direct stream any direction; (6) have special mixing valves to protect you from sudden temperature changes. All can be opened to flush out sediment. One manufacturer's bathtub has ribbed pattern cast into the bottom for added safety. At extra cost, you can have foot controls for your lavatory. You can even locate your shower head at the *opposite* end of the tub from the drain—to prevent a pool of dirty water collecting as you shower. Bathtub ring can be eliminated by installing a water-softener (or by subscribing to the service that installs a softener in your home for as long as you pay the monthly charge.)

In deciding the question of color for your plumbing fixtures, which has some advantages not ordinarily thought of: It is the most sanitary color. It will reflect more useful light than any other color. It is generally cheaper and may be obtained quicker. Finally, you can decorate around it very effectively using grayed shades of color.

(More pictures on next two pages)



This square tub takes up only 4 ft. of space, yet gives you an integral seat for foot-bathing or washing the baby. Low sides and flat bottom make for safety.



RUST
STAINS LIKE THESE
CAN'T HAPPEN WHEN
YOU USE NEVER-STAIN
ALUMINUM NAILS

- ★ WILL NEVER STAIN OR STREAK PAINTED SIDING OR COLORFUL ROOFING
- ★ ETCHED FOR GREATER HOLDING POWER
- ★ COST LESS TO APPLY NO PUTTYING OR COUNTER-SINKING NECESSARY
- ★ ALMOST 3 TIMES AS MANY PER LB.

They pay for themselves in the savings they make—and they may save you a \$300 repaint job! Now packaged for the job in different colored boxes, each with quantity, size and type clearly indicated.

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DAVENPORT, IOWA



HOW TO MAKE
YOUR HOME LOOK
FRESH
BRIGHT
NEW

Arch: C. E. Paulsen, Bethesda, Maryland

The fresh, non-fading colors of Cabot's Collopacks will give your home a bright new look that lasts for years. These House Paints are made by the patented Collopack process which inseparably unites pure pigments with wear resistant oils. Their porcelain smooth finish won't collect dirt and gives long-lasting protection.

Cabot's Collopacks offer a wide variety of lively colors including authentic Old New England Shades also Double White, the white that stays white.

WRITE TODAY FOR FREE BOOKLET


SAMUEL CABOT, INC.
3151 Oliver Bldg., Boston 9, Mass.

Please send me my free copy of "The Little White Book" with pictures of prize houses and complete information about Cabot's Collopacks... plus Color Card showing 32 attractive shades.


Name.....

Street.....

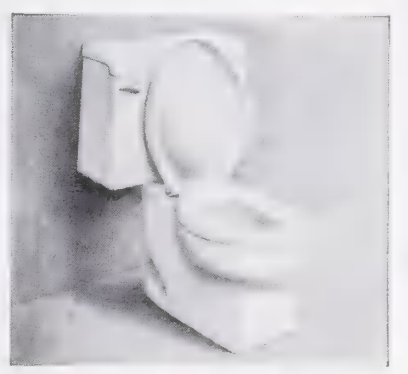
City.....State.....



For easy cleaning in areas that get wet, take a tip from your plumbing fixtures: Use rounded corners and non-porous surfaces.



Famous for quiet operation, this one-piece water closet can help you keep bathroom noises from being heard in other rooms.



Saddle seat of this new toilet is designed to improve posture. Seat is completely enclosed when cover is in down position.

(Continued on next page)

NOTICE TO SUBSCRIBERS

■ If you are going to move, it is necessary that the proper notification be made at least five weeks in advance so that you may continue to receive your copies of *House Beautiful* without interruption.

Such notification should be made to *House Beautiful* by letter, post card, or post office form #22S, giving the old address as well as the new, with postal zone number if any. You should also notify your local post office on postal form #22 of your change of address. Both postal forms are obtainable at any post office.

House Beautiful, Subscription Dept., 250 West 55th St., New York 19, N. Y.

nearly right
isn't good enough!



...especially in home insulation

WRONG



RIGHT



The J-M Contractor is trained to cover areas like these *evenly*, leaving no "thin" spots between joists to rob you of fuel and comfort.

WRONG



RIGHT



He completely fills all the hollow exterior walls, and the heat-leaking spaces above and below the windows.

WRONG



RIGHT



He blows Rock Wool to the right *density*, to prevent voids or "empty pockets" that leak heat and reduce efficiency.


You insulate your house only once; so the job must be done right the *first* time. And remember, you can't *SEE* the difference between good and poor work in insulation. Your choice of a contractor is all-important. For instance, the U. S. Bureau of Mines says, "Insulation is no better than the man who installs it."

You can be assured when you have your existing home insulated by an approved Johns-Manville "Blown" Home Insulation Contractor. He is trained to "blow" Johns-Manville Rock Wool *scientifically*, in full measure, to prevent heat-leaking "voids" and give you *full benefits*.

When insulation is properly installed by an experienced J-M Home Insulation Contractor, it provides "comfort that pays for itself." *Easy monthly payments—FHA approved terms.*

Send for FREE book!

...tells how you can save up to 30% on fuel year after year, and keep your home up to 15° cooler in summer. Mail coupon below.




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Box 290, New York 16, N. Y.

Please send me **FREE** copy of your 24-page book, "Comfort that Pays for Itself."

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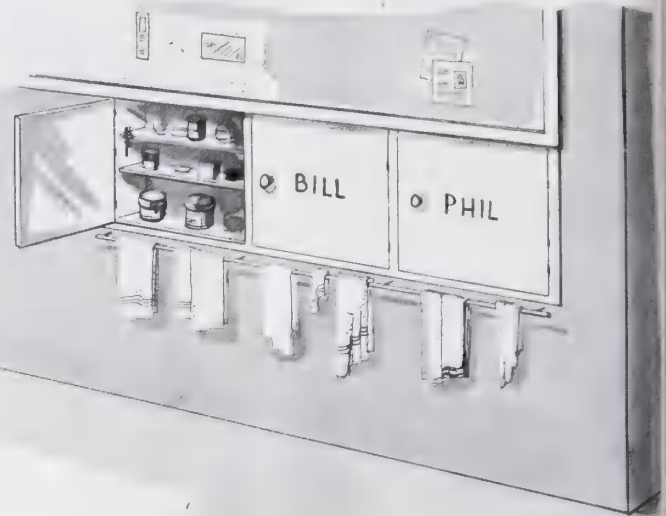
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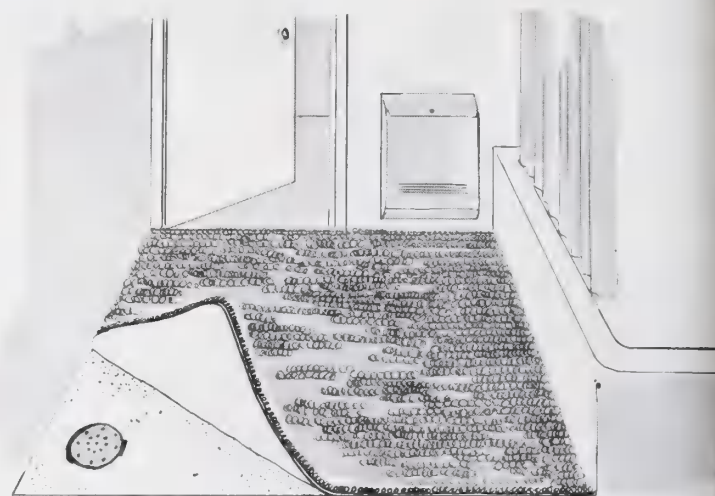
Johns-Manville
"BLOWN" HOME INSULATION

TO MAKE A GOOD BATHROOM

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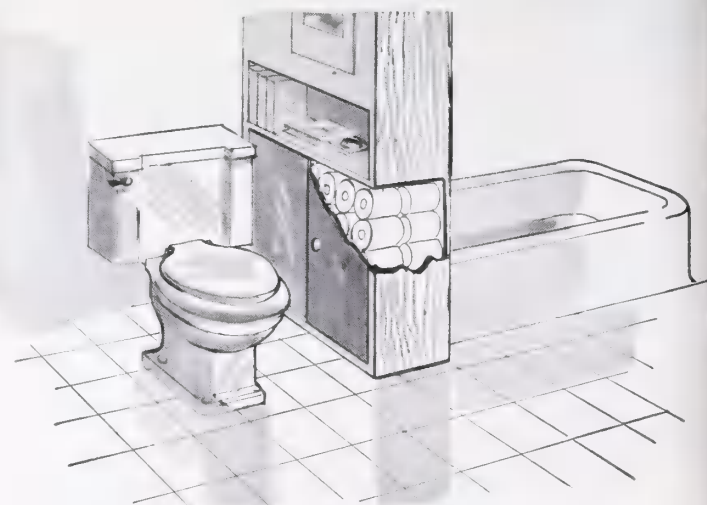


To prevent tangled equipment, give each person his own cabinet for toilet articles, with individual hanging space for towels below. Ventilate cabinets well so brushes and bottles dry. Surface shelves with quiet, waterproof materials. Note bulletin board over unit.



This whole floor is a bath mat composed of four pieces of soft cotton carpeting, each piece one yard square. Plasticized backing prevents skids. A duplicate set is in use while these are being laundered. Built-in drain allows you to simply flush floor.

SKETCHES BY HELEN SCHIAVO



A year's supply of paper right at hand: If you can buy a carton of 100 rolls, you save about 1/3. Stored two deep, 98 rolls need only 3 ft. x 3 ft. of wall space. Top of cabinet sketched opens to bathtub. It takes planning like this to make a **good** bathroom!

**48-cup Drip Coffee Maker**

Makes 24 to 48 cups. Electric unit keeps coffee hot. Only \$29.95 with cord (excise tax included)

18-cup Drip Coffee Maker

With heating unit and cord, \$11.90 (excise tax included)
Coffee maker only, \$7.95



Coffee aplenty!

**Easy does it
with a party-size
West Bend Coffee Maker**

So you have a crowd to serve. Coffee can be the least of your worries. Serve delicious drip coffee to dozens, as simply as you make a few cups for breakfast.

No more scurrying around to brew another batch. No more fussing with small utensils.

These handsome coffee makers solve your problem at home, church, club, lodge, school, or employee lunch room. Efficient, too, they give you more cups of good coffee per pound.

They're thick polished aluminum, with West Bend's handy one-piece dripper. See your appliance dealer. If he can't supply you, write —

WEST BEND
Aluminum Co.

Dept. 643, West Bend, Wisconsin

For 38 years, makers of fine utensils

W-145

THE PROS AND CONS OF THE READY-BUILT HOUSE

CONTINUED FROM PAGE 67

planning because they have experienced too little of good living. They live in apartments or rented old houses, which often means cramped or obsolete facilities. To their uninitiated eye, the new "for sale" house seems such an improvement over what they are currently enduring that the new house looks fine by comparison. Or, isn't it axiomatic that people cannot choose better than they now?

So, people intending to buy a ready-built house should survey the best practices in custom-built houses and plans, as they are revealed in magazine publication. For the custom-built house usually offers more in the way of amenities, convenience, and beauty than the ready-built house. Until you know what the ultimate is, you obviously cannot shop for it.

Actually, if you hope to achieve a house that epitomizes the very best thinking of our times, you will not buy a ready-built house at all. Rather, you will commission an architect to design a custom house to exactly fill your needs and tastes,

and to create a house which offers more refinements than most ready-built houses provide.

You shouldn't buy a ready-built house (or any other house, for that matter), if your way of life is not stabilized in such matters as job permanency, finances, geography, etc. Too many young married couples, who should still be renting, have been encouraged to buy houses. Until they settle down into permanent employment and until their personal tastes crystallize vague opinions into mature judgment, they should be free to try several kinds and types of living solutions before they finally decide on a style of architecture or floor plan.

The ready-built houses shown in this issue are *not* typical—unfortunately. They are far *better* than average. But they do show the better type of "for sale" house that can sometimes be found.

If nothing this good can be found in your city, show these houses to one of the speculative builders in your town. Maybe he can meet the challenge you put to him.

America's Finest Handmade Milk Glass



Six exquisite patterns in Westmoreland's handmade milk glass goblets that will mix well with any dinner service. They are available through your Westmoreland dealer.

Send ten cents in coin for your copy of
"Westmoreland Early American Reproductions."

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is modern
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if you love the...clean beauty...of Modern
and the...mysterious romance...of Chinese
you'll want to own this handsomely crafted,
decorator toned suite...one of several
exclusive new Albert Modern designs.
* at better furniture and department stores

ALBERT FURNITURE CO.
SHELBYVILLE • INDIANA

For your copy of Albert's new
illustrated booklet, "Designing Your
Modern Bedroom," send 10 cents to
Dept. HB, Albert Furniture Co.,
Shelbyville, Ind.

Suite illustrated: Albertone Heather Walnut • Albertone Cordovan Mahogany

LET'S GO "Window Shopping"

FOR BETTER LIVING WITH CURTIS WOODWORK

A brighter, more livable home—that's what CURTIS WOODWORK means to you! In mantels, entrances, interior doors, china closets, stairways—you can find exactly the styles that suit your special needs and taste. For instance:

This is just one of twenty-six beautiful entrances which Curtis offers. All were designed by well-known architects. Every one has the extra style that will give your home that distinguished look!

Nothing adds more charm to a home than a Curtis mantel. Here is one of the many styles—a design based on a famous original in the old Indian King Inn near Haddonfield, N. J.

If you are building or remodeling, you'll want a Curtis Overmatic garage door. A turn of the handle sends the Overmatic up and over—a slight pull closes it. And the Overmatic is surprisingly moderate in cost!

For beauty and utility in doors; choose Curtis interior doors with the new Prespine panels! Made of finely divided wood, these panels have the natural grain of ponderosa pine. Prespine panels won't warp, shrink or swell—won't mar, dent or scratch readily... won't splinter or chip!

1866
CURTIS
WOODWORK

Curtis Companies Service Bureau
558 Curtis Building, Clinton, Iowa

Gentlemen: Please send the Curtis Woodwork Book for building and remodeling. I enclose 10 cents.

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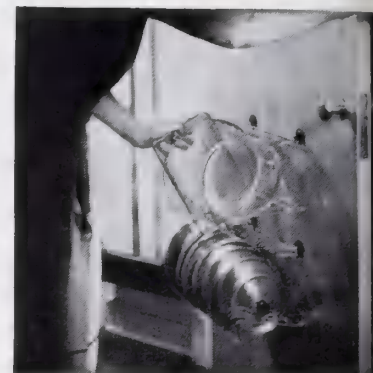
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It's Worth Mentioning

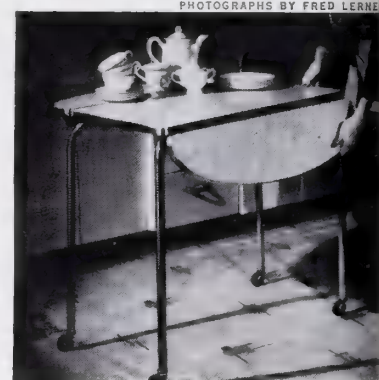
CONTINUED FROM PAGE 58

The Elgin Lid-Crib and Ovenware Crib prove anew that there's nothing like vertical storage to save space, organize clutter and keep gear at your finger tips. Between them, the chromed steel cribs file lids, pie and cake tins, platters, glass bowls, and ovenware of any size or shape. Cribs can be hung or shelved. They're 12" long, 6½" deep, 7½" high. \$1 ea., Miles Kimball Co., 33 Algoma, Oshkosh, Wisconsin.



Once you use this automatic Naxon Chicken Fryer, you'll never settle for less than its never-failing perfection. Every inch of the insulated, double-walled skillet stays at just-right frying heat from start to finish. Dome vents emit just enough of the steam to fry food crisply without drying it. Handle, feet, and knob of the 11-inch aluminum fryer are satiny wood. \$12.95 (AC). Ward Phillips Co. Box 3451, Mdse. Mart, Chicago.

This roll-about Art Chrome table is a gem for apartments and homes, shy on dining areas. Between meals, it doubles handsomely as a serving cart; game, bedside, or work table. Opened, the rugged, gleaming Railite plastic top is a roomy 32" x 36" oval; closed, it slims to 16". Chromed metal legs have swivel casters. Simulated leather or mother-of-pearl; gray, blue, red, yellow. \$23, Abraham & Straus, Brooklyn, N. Y.

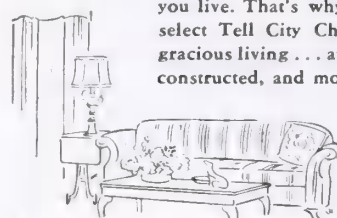


PHOTOGRAPHS BY FRED LERNE

(Continued on page 160)

The most tell-tale pieces in your home are chairs! They say how

you live. That's why careful homemakers select Tell City Chairs, the keynotes to gracious living... authentically styled and constructed, and modestly priced!



**TELL CITY
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HOW TO MAKE YOUR HOME SAY
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THIS BOOK TELLS...
how fabrics can be used to bring new beauty to your home • easy ways to make draperies, slip covers • upholster • do tricks with color • many other valuable decorating hints. Send 25c for "Interiors Beautiful." Address 1319 McHenry St., Louisville, Ky.

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Smart protection for valuables at home. The safe is unseen when outer door is closed on secret catch. Honduras mahogany cabinet. Combination-locked, fire- and theft-resistive safe inside. Two handy drawers in cabinet. \$129.50 at stores (slightly higher West of Rockies). Paste coupon on postcard and mail to:

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I buy furniture from
☐ Please arrange to have this dealer show the Home Safe to me. ☐ Send brochure.

NAME _____
ADDRESS _____
CITY _____ STATE _____

THE PLEASURE OF BEING CHEATED

CONTINUED FROM PAGE 139

the difference between the best and the worst is (today) two to three per cent.

It is not really the saving of money that prompts him in his arithmetical quest. It is not stinginess that hurls him into these fights with the concierges, bouts which seem to me to be the nearest thing to Don Quixote's encounter with the windmills. He feels that it is shameful to be an "easy mark." He wants to be a "smart" traveler, of whom it can be said that he knows his way about. He has an uncomfortable feeling that if he were not to check each item carefully and dispute the bills, the very evening of his departure the hotel staff would snicker behind his back and celebrate in champagne the fact that they got ten dollars more out of him than they should have.

Occasionally, his efforts are rewarded. He emerges wet but waving a hotel bill from which a few francs or lire or Mexican dollars have been deducted. More often he is doomed to failure. I know few more puzzling tasks than the deciphering of the concierge's or the porter's bill. Only a person trained in cryptology ought to attempt to unravel these scrawled figures, these symbolic abbreviations. You may succeed, but the morning will be gone, and on that morning the mountains glowed with a fresh light.

What a foolish fondness this is for one-tenth of your money! Worrying about it is not economy. It is a spendthrift waste of your energy.

I recommend that on your next journey you set out with the knowledge that here and there you are not going to pay the lowest prices, but that instead of being angered by such knowledge, you will accept it calmly—provided of course that no flagrant robbery is involved—and use it to gain time, peace of mind, enjoyment, and good will.

Once having got that far, you might now follow me a step further. I ask you to assume that you are *not* going to be cheated. You may say that I am naïve. I still believe that most people—Romans as well as Rio de Janeiroans, Besanconians as well as Buffalonians—are honest. The brigands are in the minority.

I will swap one or two nasty experiences (Continued on page 157)



"These luxurious napkins add new glamour to table settings"

Glady's Swarthout

GLADYS SWARTHOUT,
STAR OF OPERA, CONCERT, RADIO AND R.C.A. VICTOR RECORDINGS

They're MASSLINN* non-woven rayon and cotton napkins!

Give your own table settings this luxury look the next time you entertain! Beautiful napkins made of this new kind of cloth have a lustrous beauty all their own. They're full-bodied... won't flutter off laps. They're downy-soft... super-absorbent... sturdy. With all their loveliness, *Masslinn napkins* are priced so low they can be thrown away when soiled!



Get This
Introductory
Offer!

See Masslinn napkins at Department Stores (Stationery or Housewares Departments) or Gift Shops—in cocktail, luncheon and dinner sizes... in a wide choice of solid colors and distinctive patterns. Or take advantage of this offer.

Chicopee Mills, Inc. Dept. HB-3
47 Worth Street, New York 13, N. Y.

I enclose 10c in stamps or coin for trial supply of 2 dinner-size Masslinn napkins... with a beautiful Masslinn guest towel included.

Name.....

Address.....

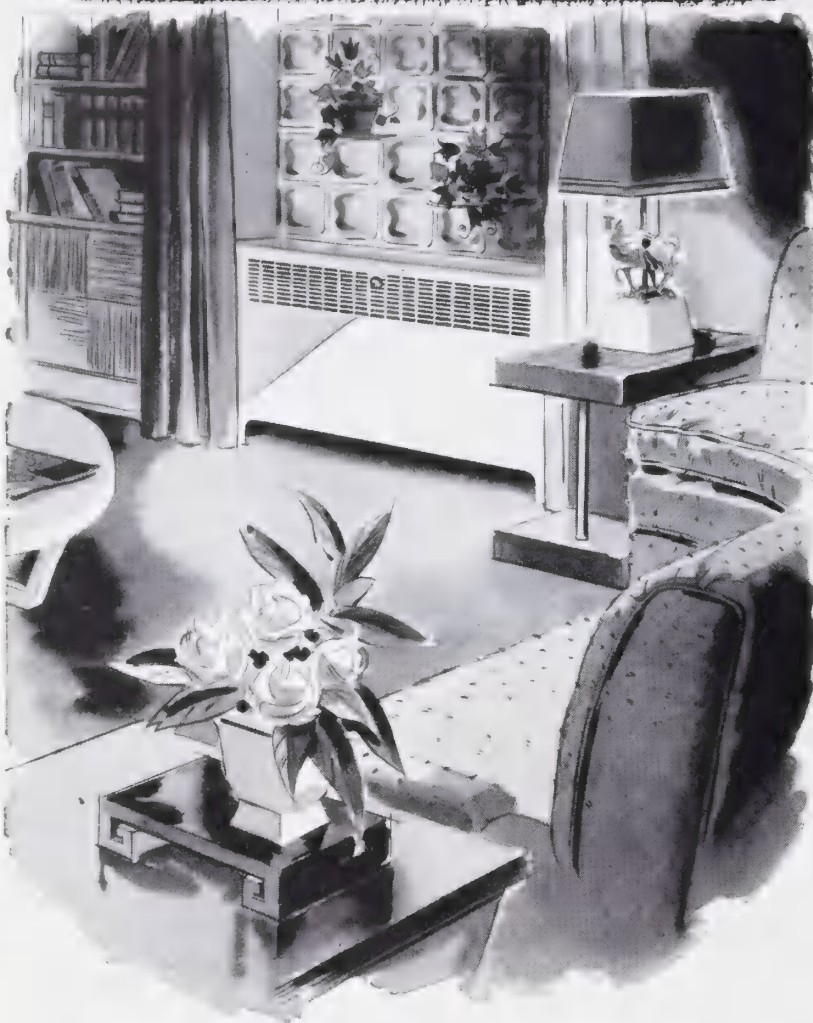
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Masslinn napkins
non-woven rayon and cotton cloth

*Chicopee's trade-mark for napkins, towels, draperies and non-woven fabrics.

You'll feel as fine
as they look



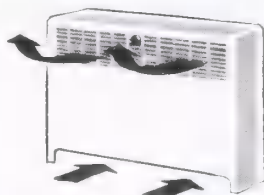
DUNHAM CONVECTORS pay off in appearance and performance

Better looking—Dunham Cabinet Convectors can be recessed into walls or fitted snugly under windows . . . then painted to harmonize perfectly with any decorative scheme. Unlike bulky and unsightly radiators, you scarcely know they're there.

Better heating—Dunham Convectors assure healthful, even room temperatures. And because convectors give better distribution and circulation of warm air, your fuel bills are usually lower.

Easy to install in any home, Dunham Convectors come in stock sizes, with special models available for special needs. For complete information, see your heating contractor *today*.

Air enters the convectors at floor level . . . is warmed by flowing over heated fins, then given a gentle outward push into your rooms.



C. A. Dunham Co., 400 W. Madison St., Chicago 6, Ill. In Canada: C. A. Dunham Co., Ltd., Toronto. In England: C. A. Dunham Co., Ltd., London.

HEATING MEANS BETTER HEATING



You can be extravagant in your choice of bathroom wallpaper because you need so little. Note how this tropical bird wallpaper creates a custom-for-you look.

How to lick that development look

CONTINUED FROM PAGE 92

draperies, bedspreads. Massenburg splurges on good wallpaper for the bathroom, uses it to advantage in a hall too narrow for furniture. He puts a mural on one wall of the living room, decorates another with the dancing shadows of a hanging light. He gave style to the snack bar of the kitchen by using excellent bar stools. Such seemingly extravagant gestures camouflage the development house.

Following is a list of the merchandise shown in the photographs of the development house:

FURNITURE: Sofa and chairs—New York Chair & Furniture Co., New York N. Y.; coffee table—Seminole Furniture Shops, Inc., New York, N. Y.; dining table and chairs, desk, corner table—Heywood-Wakefield Co., Gardner, Mass.

FABRIC: Living-room draperies—F. Schumacher & Co., New York, N. Y.

LAMPS: Raymor Mfg. Division, Inc., New York, N. Y.; hanging light—Bielecky Bros., New York, N. Y.

WALLPAPER: Shutter pattern in hall and "Aviary" paper in bathroom—F. Schumacher & Co., New York, N. Y.

KITCHEN EQUIPMENT: Range, dishwasher, and refrigerator—General Electric Co., Bridgeport, Conn.; Bendix washer—Bendix Home Appliances, Inc., South Bend, Indiana; counter-tops—Formica Company, Cincinnati, Ohio; birch cabinets—Atkins Wood Products Co., Ozone Park, N. Y.; bar stools—Bielecky Bros., Inc., New York, N. Y.; flooring—Armstrong Cork Company, Lancaster, Pa.

BATHROOM FIXTURES & TILE: American Radiator & Standard Sanitary Corp., New York, N. Y.



THE PLEASURE OF BEING CHEATED

CONTINUED FROM PAGE 155

periences with you, perhaps the meanest of which was the time when I gave a dozen letters to the concierge in a hotel in Venice to be mailed, and he instead threw the letters away and kept the money for the stamps, with the result that none of my friends heard from me. A petty thievery, but an abominable one. I still say that such experiences are rare. I still say that it pays to assume honesty is general. Traveling under that assumption, you will be free of the suspicions which beset and sour you, which create a cold distance between you and the natives, and which perhaps invite those people through a kind of subconscious dare to go ahead and cheat you.

A trusting state of mind, seemingly ingenuous, may perhaps be the most ingenious attitude for travel. You needn't appear as the rich uncle from Australia merely by appearing frank and open. How many instances of honesty and sweetness are you liable to discover? How much friendlier and, therefore, how much more informa-

tive is your voyage likely to be! Innumerable times, far from being cheated, have I been protected! There was the time when we went to Fortnum and Mason's in London for tea. My wife and I sat for the better part of two hours and then, English money being still somewhat difficult for me, I handed the waitress two and a half shillings (then the equivalent of fifty cents) as a tip. She turned to me and said, "Do you realize how much you have given me? Are you *sure* you want to give me that much?"

There was the time when I first got to Milan, paid the taxi driver, and not being certain, I said to him, "Is this enough?" and he replied very sweetly, "I said thank you, didn't I?"

There were the innumerable times when I handed a large bill to some small shopkeeper or bus driver and I received in return my exact change, to the penny. There was the time, in a small Parisian restaurant, when in paying a bill I shelled out some coins for the waiter and he stopped me firmly,

(Continued on page 159)

Spode THE FINE ENGLISH DINNERWARE



That same fine quality that you demand from Spode is the reason for delays in filling orders. The trained hands of skilled craftsmen cannot be speeded up. There will be other orders ahead of yours, so it is wise to select your pattern as soon as you can. Booklet 41 will help. Send for it today.

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BUY A LITTLE — BUT BUY THE BEST



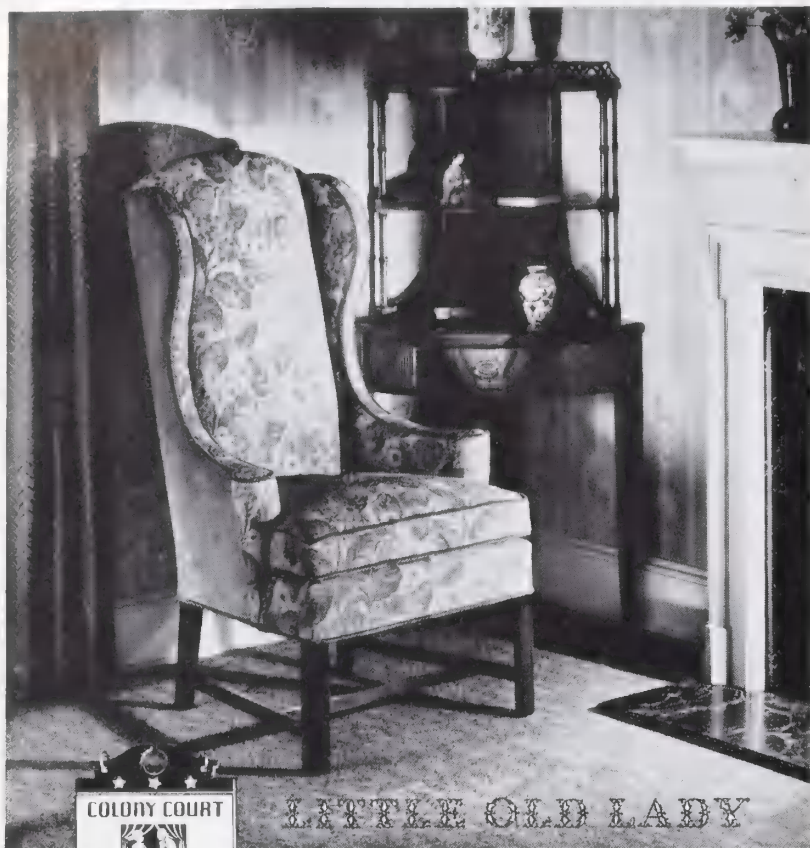
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Gracious Dining

A grouping of delicately sculptured cast aluminum for indoor and outdoor dining. Petal-soft pastels and white, specially finished to safeguard their beauty against rust and chipping.

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LITTLE OLD LADY

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OUR FORTY-FOURTH YEAR

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NORTH CAROLINA

Points of Advantage that make BASE-RAY RADIANT HEATING the Last Word in Comfort!



DRAFT-FREE HEAT means real comfort—with BASE-RAY there are no objectionable drafts or air currents.

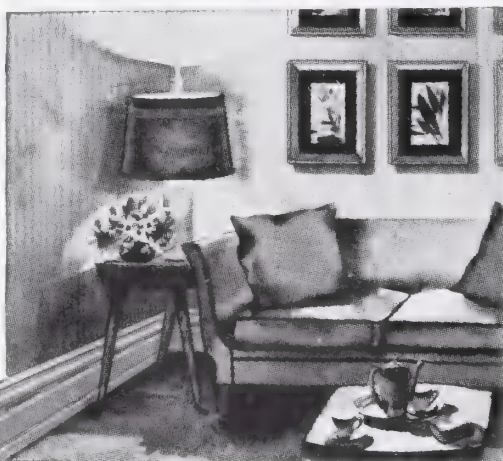


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BASE-RAY is made of cast-iron. No metal is more durable, wear and corrosion resistant. That's why it pays to insist on cast-iron BASE-RAY.

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BASE-RAY® Radiant Baseboards are hollow cast-iron units (only 7" high) which replace the customary wooden baseboards on outside walls and are supplied with hot water or steam from your regular heating boiler. BASE-RAY heating makes homes wonderfully comfortable. It warms walls and floors with *clean, even, draft-free, radiant* heat. And with BASE-RAY you get rid of unsightly registers and other heating units that rob you of usable space. Easily installed in new or old houses. For further details mail coupon below.

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• Please send folder telling how BASE-RAY Radiant Baseboards can add comfort and beauty to my home.
• Name _____
• Address _____
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PHOTOGRAPH BY ULRIC MEISEL

• Built-in storage units like this case in the hall off master bedroom add to the cost of a house. But they also add to its livability. You have just that much less furniture to buy when you move in.

A good plan for climate-wise living

CONTINUED FROM PAGE 72

THIS house, which was built under the program of Southwest Research Institute, Revere Quality House Division, used the following equipment and materials:

FOUNDATION: Concrete slab. **EXTERIOR WALL SURFACES:** "Bridgeport" Face Brick—Acme Brick Co., Dallas, Tex. Cedar shingles. **INTERIOR WALL SURFACES:** "Sheet-rock"—U. S. Gypsum Co., Chicago, Ill. "Kalistron" and "Weldtex"—U. S. Plywood Corp. Red roman brick facing—Texas Brick Co., Brownwood, Tex. **ROOFING:** 4-ply felt, built-up—Certain-Teed Products Corp., Chicago, Ill. "Rock Snow"—Rockas Co., Montgomery, Ala. **FLASHING:** Revere Copper & Brass Co., New York, N. Y.

THERMAL INSULATION: Rock wool batts—National Gypsum Co., Buffalo, N. Y.

WINDOWS: Anderson Corp., Bayport, Minn.; glass—Libbey-Owens-Ford, Toledo, O.; screens—Anderson Corp., Bayport, Minn.

DOORS: Flush veneer—General Plywood Corp., Louisville, Ky.

HARDWARE: Sliding door—Grant Pulley & Hardware Co., Woodside, N. Y.; sliding door hangers—Richards Wilcox Mfg. Co., Aurora, Ill.

Locksets: Lockwood Hardware Manufacturing Company, Fitchburg, Mass.; sliding door pulls and latches—Adams-Rite Hardware Company, Glendale, Calif.

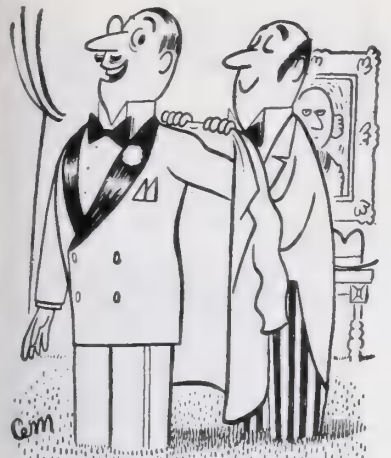
PAINT: Exterior natural wood. Cabots Redwood Stain #325—Samuel Cabot, Inc., Boston, Mass.; trim, Sewall Paint & Varnish Co., Dallas, Tex.; interior walls, Dupont Interior Flat—E. I. Du Pont de Nemours Co., Wilmington, Del.

WEATHERSTRIP: Windows—Anderson Corp., Bayport, Minn.; exterior doors—National Metal Products Co., Memphis, Tenn.

FLOORING FINISH: Wood block—Higgins Industries, Inc., New Orleans, La.; quarry tile—Ludowici-Celadon Co., Chicago, Ill.; ceramic tile—U. S. Quarry Tile Co., Canton, O.; rubber tile—Goodyear Rubber Co., Akron, O.

PLUMBING: Copper water piping—Revere Copper & Brass Inc., New York, N. Y.; bathroom fixtures—American Radiator & Standard Sanitary Corp., Pittsburgh, Pa.; bathroom accessories—Hall-Mack Co., Los Angeles, Calif.; water heater—A. O. Smith Corp., New York, N. Y.

(Continued on page 165)



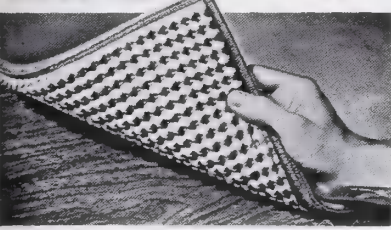
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THROUGHOUT
THE WORLD

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Crème de Menthe (green or white) 60 proof;
Cherry Liqueur, 54 proof; Curacao,
78 proof; Crème de Banana, 56 proof; and
30 other varieties.

Produced in U.S.A. by Erven Lucas Bols, Inc.
National Distributors: Van Munching & Co., N. Y.

THE PLEASURE OF BEING CHEATED

CONTINUED FROM PAGE 157

pushed some of them back, and said, "C'est trop" (too much).

There were the two young men, obviously poor, on the crowded train to Padua who helped us with our baggage when we couldn't get a porter and then refused to accept even a bar of chocolate, though chocolate at the time was a rarity.

You will find also that often what you think is an overcharge is a legitimate charge, though a confusing one. In Italy, for example, it is frequently the practice to add what appear to be substantial amounts to a hotel bill. To the base price of the room there is added a service charge which ranges from 13 to 18 per cent, a luxury tax of about 3 per cent, and, in resorts, a "cure tax" of about 2 per cent. There is a movement on foot now to include all such supplementary charges in the original quotation for the room. A good idea. But the point is that these charges are customary. The Italian tourist pays them as well as you, the foreigner.

None of my suggestions should be taken as an excuse for throwing your money around. Ostentatious over-tipping and obvious over-paying are ludicrous and provoking. And when you go to a store to buy the Florentine tablecloth, when you find the piece of Limoges china which you need in your living room, or when you see the strange pair of Indian silver earrings, then my precept changes. In some American and certainly in most Mexican, Italian, and French small stores (not in the big department stores, of course), you are expected *not* to pay the price which is first asked. This is a custom of the country, exactly as it is our custom not to pay the asking price for a house nor, in happier days when apartments were available, to pay the landlord what he at first quoted as the rent. You are supposed to trade, to bargain, to throw your arms deprecatingly into the air and even to turn right about and walk out of the store. These histrionics belong to the ritual of shopping, and there isn't any store-keeper who is going to think any less of you for executing them with bravura.

Barring such compliance with custom, the next time you are in Rome do *not* do as the Romans do. Expect to be treated like a stranger and behave like a stranger—one who, though not feeble-minded, is friendly and carefree.

Choice of the discriminating... Elkay Lustertone Stainless Steel Sinks provide Quality Comparable to Fine Silverware

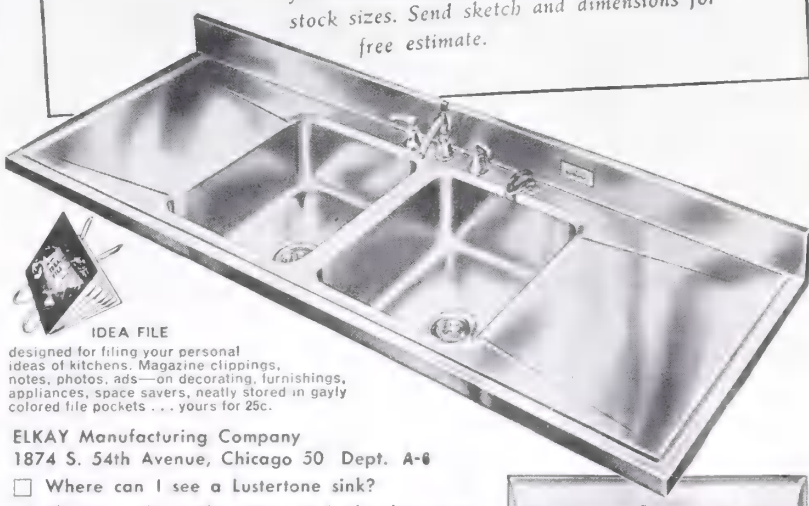


Just as Sterling Quality is unmistakably recognized as a mark of discrimination... Lustertone Sinks by Elkay are chosen in fine homes where the same beauty, quality and distinction will be apparent.

Luxurious is the word for Lustertone! Its silvery Stainless Steel is ideally suited for fastidious cleanliness...never needs scouring...never will discolor. Resilient Lustertone is gentle with your fine china and crystal.

Lustertone is the choice of distinguished decorators because it blends with every color scheme—all types of interiors. The surface glows warmly with gay colored reflections...radiates an air of cheerful hospitality. Lustertone, like treasured silver, mellows in appearance and actually improves with use.

Have your Lustertone sink custom-built to your exact desires, or delivered from many stock sizes. Send sketch and dimensions for free estimate.




IDEA FILE
designed for filing your personal ideas of kitchens. Magazine clippings, notes, photos, ads—on decorating, furnishings, appliances, space savers, neatly stored in gayly colored file pockets... yours for 25c.

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☐ Please send me the IDEA FILE plus literature for better kitchens (25c).

Name _____
Address _____
City _____ Zone _____ State _____



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Custom Creations

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TURNABOUT**

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extreme zany design
designed for easy Tele-
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Watertown LIFETIME Ware is so Beautiful... yet so Practical, women who have it wouldn't be without it

So beautiful you'll delight to show it off... so practical you'll breathe easily when it's used, washed, or even abused, by growing children. Designed by Jon Hedu and made exclusively of Melmac, wonder-plastic, it sails unharmed through accidents fatal to ordinary crockery and china. Safe in all automatic dishwashers.

Now in *Five* lustrous pastel colors — Caribbean Blue, Bermuda Coral, Sahara Sand, Canyon Yellow & Palisades Gray. In 20-piece starter sets or open stock at leading department stores. Or write direct for illustrated literature and name of local Lifetime retailer.

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230 FIFTH AVE., NEW YORK 1, N. Y.

It's Worth Mentioning

CONTINUED FROM PAGE 154

Branded garden tools are easy to identify and bring home to roost. The White River Personal Branding Iron similarly safeguards work tools, sports and camping gear, outdoor toys, rain togs. Heat it on any open flame and it's ready to permanently imprint your initials or name on leather, rubber, wood, plastic. Brass-handled. 3-letter bronze head. \$3.50; each added letter, 50¢. (3-wk. del.) Rayl's, 1149 Griswold, Detroit, Mich.



You can cut yards of wool fabric into uniform rug-hooking strands in no time with this Bliss Strip Slitter. It handles everything from sheer wools to blankets. A mere touch turns its crank. Cutter and gears are enclosed. You *can't* cut yourself! The slitter holds firm without clamping, won't mar any surface. Complete with 5/32", 3 strip cutter head. \$15. (1 1/8", 3 1/16" 1/4" also available.) H. M. Fraser, 17 Spring, Manchester, Conn.

The designer of these clever stoneware Johnny-Jimmys created them for Tom and Jerrys, but the day we happened to see them they were nobly doing coffee-time duty. The brown-and-cream juglets look tiny, but they hold as much as tea-cups. They're a natural for rumpus rooms for cold, hot, hard, or soft drinks—and outdoors later. Set of 8 with jug, \$5; with merry musical jug, \$9; extra juglets 50¢; Dupins, 312 E. 72nd St., N. Y. C.



(Continued on page 166)

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Economy

**DISAPPEARING
LADDER**

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FITS ANY SIZE OPENING

• No installation expense. • Easy to operate.

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97 Proof

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HOW TO LEAVE HOME AND LIKE IT

CONTINUED FROM PAGE 65

tours, two continuous throughout the first two weeks, two more throughout the second two weeks, visiting about 20 of Charleston's oldest, choicest, and most celebrated, to give you a rich taste of pre-revolutionary elegance, and a more intimate view of the "single" house, the piazza, and the ubiquitous lace-like ironwork. Information: Historic Charleston Foundation, 94 Church Street, Charleston, South Carolina. Hotels: Brewton Inn, Fort Sumter Hotel, Francis Marion Hotel, St. John Hotel. For a listing of rooms in private homes: Daniel Ravenel Travel Bureau, 54½ Broad Street, Charleston.

April 9-15, Spring Fiesta, New Orleans, Louisiana. Amidst art shows, opera, pageants, these tours of Vieux Carré and American Section homes, two of each each week of Fiesta; April 16, all day, the Bayou Lafourche tour of plantation homes; April 23, all day, the St. Tammany Home and Garden Tour. Information: New Orleans Spring Fiesta Association, 546 St. Peter Street, New Orleans 16.

April 15 and 16, Columbus, near the eastern Mississippi line. A dozen or so choice ante-bellum homes, open again for the first time since the war. Information, Chamber of Commerce, City Hall Building, Columbus, Mississippi.

April 22-29, Historic Garden Week, all Virginia. The country's biggest showing, perhaps, of beautiful homes both old and new. Even if you've been here before, there will be additional homes open at such as quaint old Waterford Town. Guide book available from Historic Garden Week, Room One, Jefferson Hotel, Richmond 19, Virginia.

April 23-30, Historic Homes Pilgrimage, Holly Springs, in north central Mississippi. A dozen or more ante-bellum gems proudly displayed. Information: Holly Springs Garden Club, Holly Springs, Mississippi.

April 28-May 9, House and Garden Pilgrimage, all Maryland. Opens at Annapolis where Governor and Mrs. Lane will receive tour ticket holders, and eighteen homes will be open, proceeds with tours into different areas each day following: 200 homes in all, including some of the nation's finer examples of both Georgian and more modern architecture. Information: The Federated Garden Clubs of Maryland, 217 Sheraton

(Continued on page 163)

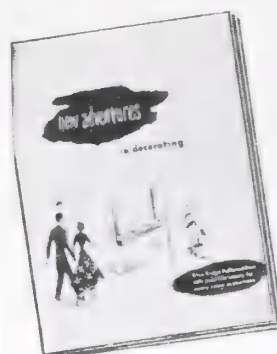


Satinol Flutex Glass makes a rich background for books on one side of partition. On the other, it's a translucent wall that borrows light from study for hall. Architect: Miller & Voinovitch, Cleveland, O.

Two SIDES TO BEAUTY

Used for walls, panels or partitions. Blue Ridge Patterned Glass builds in beauty for two rooms at once. Assures privacy in each, yet lets light flow from one to the other. It may be *Satinol**-finished for greater obscurity, and *Securitized* (heat-tempered) for greater strength. Your L-O-F Glass Distributor can show you over 20 square, linear and all-over patterns. These give you wide choice in creating distinctive decoration for every room.

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BLUE RIDGE

Patterned GLASS



No Subdivision monotony

CONTINUED FROM PAGE 79



BROWNLEY Credenza

A distinguished creation beautifully finished in warm hand-rubbed mahogany, accented by delicate prima vera bandings. Authentic Hepplewhite lines. At leading furniture and department stores. Send two-cent stamp to Dept. B for booklet.

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So Happily Suited

Coppes kitchens are created individually for those who enjoy having the best. Each is planned and installed by a kitchen specialist. Whether you are building or remodeling, have a Coppes kitchen. It will be personally yours, perfectly suited to your taste, needs and budget.

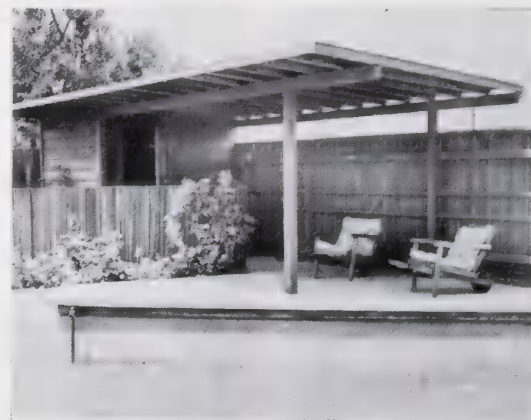
Send for...

"Speaking of Kitchens."
Free. It's packed with ideas
and helpful information.



COPPES, INC. • NAPPANEE, INDIANA

*T. M.



• Shelter provides protection from the sun or rain. The rear section doubles as covered storage for garden furniture, tools, and even wood.

2 PHOTOGRAPHS BY DOUGLAS BAYLIS



• Service yard contains the sand box, keeping it off the lawn but near the house. The paved floor washes easily and makes good riding for Junior's tricycle.

PHOTOGRAPH BY MAYNARD PARKER



• Many people would have written off this narrow strip south of the house as useless. But not Mr. Bradford! Tuberos begonias find this location ideal.



It's not cheap!

But it's authentically **FRENCH** . onion rings sauteed in real **CREAMERY BUTTER** . swimming in rich **BEEF STOCK**...sharpened by rare old **PARMESAN CHEESE**...simmered in **SMALL BATCHES**. Naturally it costs more . If grocer doesn't stock, send his name with 43¢ per can to Dept. B-1, Geo. A Hormel & Co., Austin, Minn.

A TIP FOR THE Thrifty!



If you're planning to stain your house, use the best . . . use **Cabot's Creosote Stains!** These stains bring out the natural beauty of the wood . . . give deep, rich, permanent color. Cabot's Stains cost $\frac{1}{2}$ as much as good paint . . . are much less expensive to apply . . . give years of protection against decay and termites. Yes, you actually get longer protection at lower cost with Cabot's Creosote Stains.

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Please send me my free copy of "Stained Houses" and complete information about Cabot's Creosote Stains . . . plus color card showing 18 different shades.

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HOW TO LEAVE HOME AND LIKE IT

CONTINUED FROM PAGE 161

Belvedere Hotel, Baltimore 1, Maryland.

May 6. Old Dover Day, Dover, Delaware. In addition to May Pole and other traditional dancing, guided tours through historic buildings including around twenty of this choice old city's choicer residences. Information: Friends of Old Dover, Dover, Delaware.

Spoon bread for breakfast

If you'd feel better fortified for historic sightseeing on real old southern cooking, and better rested after it in a bed built to meet modern standards in comfort. The Tides Inn, where the Rappahannock spreads into Chesapeake Bay at Irvington, Virginia, offers all three! The Tides is a comparatively new hotel, and appointed accordingly. It has a salt-water swimming pool with the latest in pseudo-sand beaches, umbrellaed sun terraces, and a very sleek, very modern yacht. But The Tides is also proudly part of the shrine-studded land that surrounds it. So much so that it is not even surprising to find authentic Old South dishes served in its ultra-modern dining room; or that the goal of your cruise on the Sun Tan IV is Tangier Island in the Bay, where life goes on today much as in the Eighteenth Century; or that the day's activity program includes a box-lunch trip to Wakefield, where Washington was born, or Stratford, birthplace of Lee, with Williamsburg coming up tomorrow! Rates start around \$15 a day, southern cooking included.

Shangrila

On any springtime jaunt across the continent, do dip down to the Gulf side of Texas, where floral events start in late February with a Bougainvillea Trail in the Rio Grande Valley, extend to the Bluebonnet Festival at Marlin around the first of May, with dogwood, redbud, azaleas, and attendant Texas-style doings in between. Since dates depend on the severity and tenure of winter, check them last minute with the Chambers of Commerce in the towns you want to visit. Here are highlights to head for:

Azalea Pilgrimage in Houston around March 1. One of the oldest and most famous tours through private gardens and homes in this area.

Lutcher Stark Shangrila Garden
(Continued on next page)



"Don't look now, darling... but you just dropped a lovely **MELMAC®** plate"

... "Just call me butter-fingers, Mother.

But don't worry. Dinnerware molded of MELMAC is unbelievably hard to break!"

Happy the bride who can day-dream through her MELMAC morning dishes —because she has no fear of breaking any. When she looks at a beautiful MELMAC-molded cup she glows inside. (And so would you.) When she feels MELMAC, she thinks of satin. (And so would you.) When she lifts a MELMAC-molded dinner-plate . . . or a dozen, she marvels at the lightness. (And so would you.)

Naturally, dinnerware molded of MELMAC costs a little extra. Get a set today. If none is now available at your favorite sources, write American Cyanamid Company, Plastics Dept., 34A Rockefeller Plaza, N. Y. 20, N. Y.

P.S. Dinnerware molded of MELMAC is safe to wash by hand or machine.

MELMAC MAKES FRIENDS

Mrs. J. T. Duryea Cornwell, Jr., New Canaan, Conn., sets a lovely table with dinnerware molded of MELMAC.

Mrs. Wallace Preston, Brooklyn, N. Y., uses dinnerware molded of MELMAC for a friendly, gracious atmosphere.



MELMAC

dinnerware

Smart To Buy . . . Smart To Give

Dinnerware molded of MELMAC is sold under the following brand names: BOONTONWARE, BROOKPARK, DALLAS WARE, LIFE TIME WARE, MALLO-WARE, MAPLEX, MELADUR, NORTHERN AIR-WARE, RESTRAWARE, TEXAS WARE

HOW TO LEAVE HOME AND LIKE IT

CONTINUED FROM PRECEDING PAGE

**One-piece Top
WITHOUT CENTER SPLIT**
provides a suitable table
for many uses

Beautiful Extensole drop leaf tables with smooth unbroken tops serve a decorative purpose. They also convert table space into living space when not extended. Occupying minimum space, folded, they can be quickly enlarged due to patented extension features incorporating latest improvements found only on Extensole tables. Longer extensions than pictured available if desired. Rich mahogany, blond, or walnut finishes.



EXTENDED FOR DINING, ETC.



CLOSED (LEAVES UP OR DOWN) FOR USE IN DINING AND LIVING ROOMS

OFFERED IN A WIDE RANGE OF STYLES, SIZES AND PRICES AT YOUR DEALER OR WRITE FOR ILLUSTRATED FOLDER

EXTENSOLE CORPORATION • SPARTA, MICHIGAN

As others see you

If this is not your year for Europe, or your spring to go South—if March, in fact, is definitely not your month to meander anywhere, don't just subside into your armchair and wish. How much do you actually know about your own home town, or the near-by city where you shop and do an occasional theater? As much as you know about other people's home towns you've visited on your travels? The ubiquitous Gray Line, whose well-conditioned sight-seeing tours have undoubtedly shown you around any number of other people's home towns, from Honolulu to Havana to Halifax, most likely offers similar excursions in your own. Use the telephone book to find out. Even a two-hour trip may take you into parts you've never seen before, or that will seem fresh and exhilarating reseen sitting next to a chap from across the continent or an ocean. In many cities Gray Line offers two-and three-day packages, including hotels, meals, entertainment, and employing boat, train, plane, as well as bus as the sights demand. How better could you leave home and like it, without actually ever leaving home at all?

At home in Florida

The Golden Strand Hotel, in North Miami Beach, Florida, is an unusual, delightful-to-stay-at hostelry, operated by Mr. and Mrs. Verne Minick, two people who never dreamed that one day they would be the owners of a flourishingly successful hotel. They're not dyed-in-the-wool hotel people at all. Mr. Minick is a retired Indiana manufacturer who lived in Scarsdale, N. Y., for many years (Continued on page 165)

in Orange, probably the most expansive in the Southwest, even by Texas standards, is open free Sundays only during azalea time to tie in with the Houston Pilgrimage. Allow three to four hours, and be prepared for fauna as well as azaleas.

East Texas Dogwood Trail, a great favorite with just ordinary people who like flowers. Write The Junior Chamber of Commerce, Palestine, Texas, or Chamber of Commerce, Woodville.

Redbud Festival in Denton, usually late March or early April.

San Antonio. Many church-sponsored pilgrimages prior to the Fiesta de San Jacinto, week of April 21.

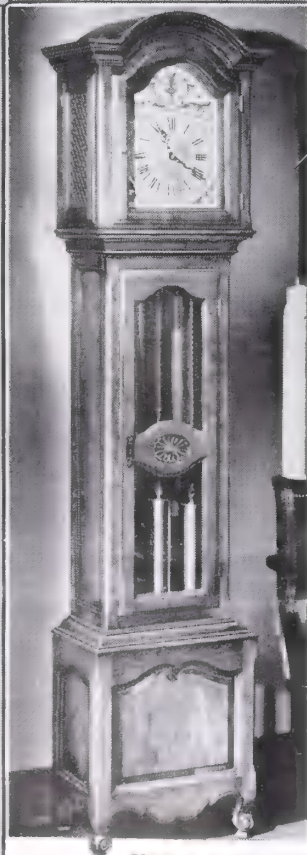
Bluebonnet Festival in Marlin, usually late April or early May. And even you, inspired by those blue, blue bluebonnet fields, could easily come out winner in the amateur photographers' contest which is a feature of this event.

Egyptian detour

A number of Holy Year itineraries will, quite logically when you think about it, include Egypt, where, amidst the pyramids of the Pharaohs, and the temples in which their high priests sang hymns to the sun, occurred some of the earliest and most important events of Christian history. American Express, for instance, has set up two Egyptian tours from Italy. One leaves Rome by air weekly for a five-day tour of Egyptian churches, temples, and tombs. The second is a fifteen-day Grand Tour of Upper and Lower Egypt, leaving from Naples by steamer, and visiting Cairo, Luxor, Thebes, and the temples and tombs of the Valley of the Kings.

A Pedigreed MASTERPIECE BY Colonial

For you who love the French countryside, who know the stalwart grace of its mode of life . . . for you Colonial has fashioned this clock of mellow fruitwood, in the robust manner of the provinces.



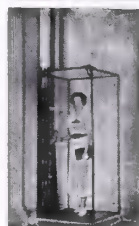
FRENCH PROVINCIAL CLOCK

Send 25c for Colonial's Treasure Book . . . 80 illustrated pages of pedigreed hall clocks and furniture with chapters on their history and care.

Send 10c for booklet, "Colonial Reproductions and Other Masterpieces," describing selected examples of Colonial's craftsmanship.

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"ELEVETTE"
Vertical lift for stairwell or corner of room, with or without enclosure.

This Company pioneered the
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Our unique, simple and versatile lifts—INCLIN-ATOR and "Elevette"—have for years enjoyed the public's confidence. Owner recommendations have been largely responsible for our rapid growth.

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An unique electrically operated "Stair-Lift". Folds against wall when not in use.

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At better stores—or write for name of nearest dealer

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DEPT. H

before he took to spending his summers on his pleasant Virginia farm and his winters in this quiet, small community near Miami.

The Minicks, like so many other winter visitors to Florida, fell in love with the climate. They invested happily in their own home there and soon found themselves saying to their neighbors, "You know, a lot more folks should be coming here, and *would* come here if there were a good hotel where they could live as they do at home."

So the Minicks built the hotel, not with ledgers and balance sheets uppermost in their minds, as seasoned hotel keepers might have, but with the enthusiastic desire to attract families like themselves who were used to good living. Nothing mattered but charm and comfort for their guests.

As a result, theirs is something unique in Florida hotels: privacy (for the Golden Strand stands by itself on a long strip of wonderful beach), spacious living, with a wide variation in rooms and suites, apartments with full-scale kitchens, private villas that are like well-furnished homes, an excellent restaurant, and the other appointments of a well-run inn. Naturally, guests attracted to such quiet refinement are interesting to meet and pleasant to know. Rates (without meals) at the height of the season range from \$25 per day for a room, up to \$100 for a house.

A GOOD PLAN FOR CLIMATE-WISE LIVING

CONTINUED FROM PAGE 158

HEATING: Air Wall System—General Electric Co., Bloomfield, N. J.; electric wall heater—Miami Cabinet Div., Philip Carey Mfg. Co., Middletown, Ohio. VENTILATING: Kitchen exhaust—Vent-A-Hood Corp., Dallas, Texas. LIGHTING: Incandescent fixtures—Kent Metal Manufacturing Co., Brooklyn, N. Y. ELECTRICAL WIRING: Low voltage switching—Square D Company, Detroit, Mich.; cable and low voltage wire—Triangle Conduit & Cable Co., New Brunswick, N. J.

MILLWORK: Custom-made by Blessing Giddens Mill & Lumber Co., Dallas, Tex. STORAGE WALLS: Fabricon, Inc., Austin, Tex. KITCHEN EQUIPMENT: Range, refrigerator, sink, washer, kitchen cabinets—General Electric Co., Bridgeport, Conn.; cabinet counters and splash, "Micarta"—Westinghouse Corp., Trafford, Pa. FIREPLACE DAMPER: Donley Bros. Co., Cleveland, Ohio.

Even at extreme ends of the keyboard the tone of this console is brilliant, clear and powerful.

Concert hall tone in a small piano! It's the new dyna-tension Everett, now on display. An entirely new piano — priced \$300 to \$550 lower than four other leading consoles!



the incredible new
EVERETT

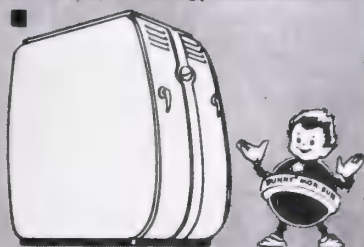
WRITE FOR FREE CATALOG of styles and facts about the dyna-tension scale. Name of nearest authorized dealer on request. Everett Piano Company, South Haven, Michigan

NAME YOUR WEATHER



MOR-SUN FURNACE

New home, old home...large house, small house...you can name your weather! The beautiful MOR-SUN forced warm air Furnace gives you scientifically humidified, constantly circulated dust-free fresh air, at the temperature you name, automatically! And at less cost! Remember to call your nearest MOR-SUN dealer or write us today... and forget your heating problems tomorrow!



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STEEL PRODUCTS, INC.
BUFFALO 7, NEW YORK



To make your home even finer, more luxurious, add SUNTONE "Heirlooms-In Metal"—the only wrought-iron furniture backed by a lifetime Policy of Insurance. The 4-piece ensemble above about \$125.00. At leading furniture stores and furniture departments. Write for catalog, and name of dealer.

*T.M. Reg. U. S. Pat. Off.

GEORGE KOCH SONS, Inc.
EVANSVILLE 4, INDIANA
Master Metalcraftsmen Since 1873

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Send SUNTONE catalog today.
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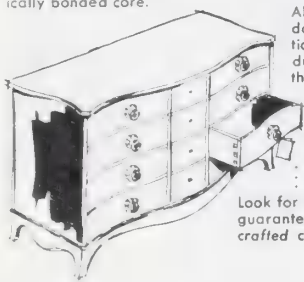


Kent-Coffey EVANSHIRE

Five-ply selected figured mahogany veneers with electronically bonded core.

Hand-rubbed, waxed, high-gloss finish.

... a handsome tradition for a modest price



All drawers with dovetail construction, center guides, dust-proofing throughout.

Sturdy hardwood frames, recessed case backs.

Look for this tag, your guarantee of quality-crafted construction.

KENT-COFFEY MFG. CO.
Lenoir, North Carolina
Distinctive Bedroom Furniture



- Inspired by 18th Century Hepplewhite styling, designed by the noted David Evans, this classical new group is Kent-Coffey's latest effort
- to bring you truly fine bedroom furniture at prices the average budget can afford. Evanshire will fill your dreams with the magic of period reproduction at its best. Ask to see the Evanshire and other quality-crafted Kent-Coffey groups in both charming period and exciting modern. At better furniture and department stores.

It's Worth Mentioning

CONTINUED FROM PAGE 160

It's foolish to risk burned or steam-scalded hands when the Safe-tee Strainer stands ready to solve all your draining problems. It's many notches above anything of its kind we've seen. For one thing, the long wood handle gives you a cool, sure grip and keeps your hands well away from the steam. The flange on underside of aluminum strainer anchors it tightly to rim of any size pan. \$1. Malcolm's, 524 N. Charles St., Baltimore, Md.



Corning Glass did themselves uproud in designing the Pyrex Hostess ramekins and casserole. The lovely, china-like ware has everything: distinctive styling, luscious coloring, the utility of Pyrex ware. The ovenproof 12-ounce individuals and 2½-quart casserole are designed to do duty also as all purpose serving bowls. Autumn-red or yellow. Casserole, \$2.50; ramekins, 6 for \$2.35, Bloomingdale's New York, N. Y.

Win Compliments for Your Home

with

Royal
Haeger
Lamps and Pottery

Distinctive and original in styling, glowing with rich, new colors, Royal Haeger Pottery and Lamps add a touch of glamour to any home. Available in modern or traditional styles at better dealers everywhere.



THE HAEGER POTTERIES, INC.
Dundee, Ill. * Macomb, Ill.

Kleinert's Fleececap shower curtains won laurels years ago for their supple drape and soft, suede-like texture. Now, hand-painted with this ribbon-garland design, they're lovelier than ever. The motif's large scale gives subtle drama to the delicate hues of the turquoise bowknot and realistic lilacs and roses. The durable, heavy rubber curtain comes in yellow, peach, white, pastel blue, green, rose. \$11.90, Macy's, New York, N. Y.



(Continued on page 172)

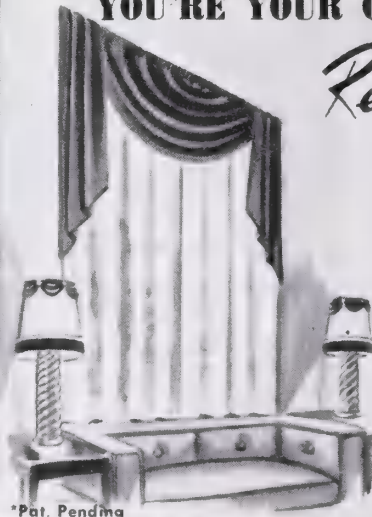
YOU'RE YOUR OWN DECORATOR WITH

Redi-Drape* FESTOONS

NO FUSS — NO BOTHER

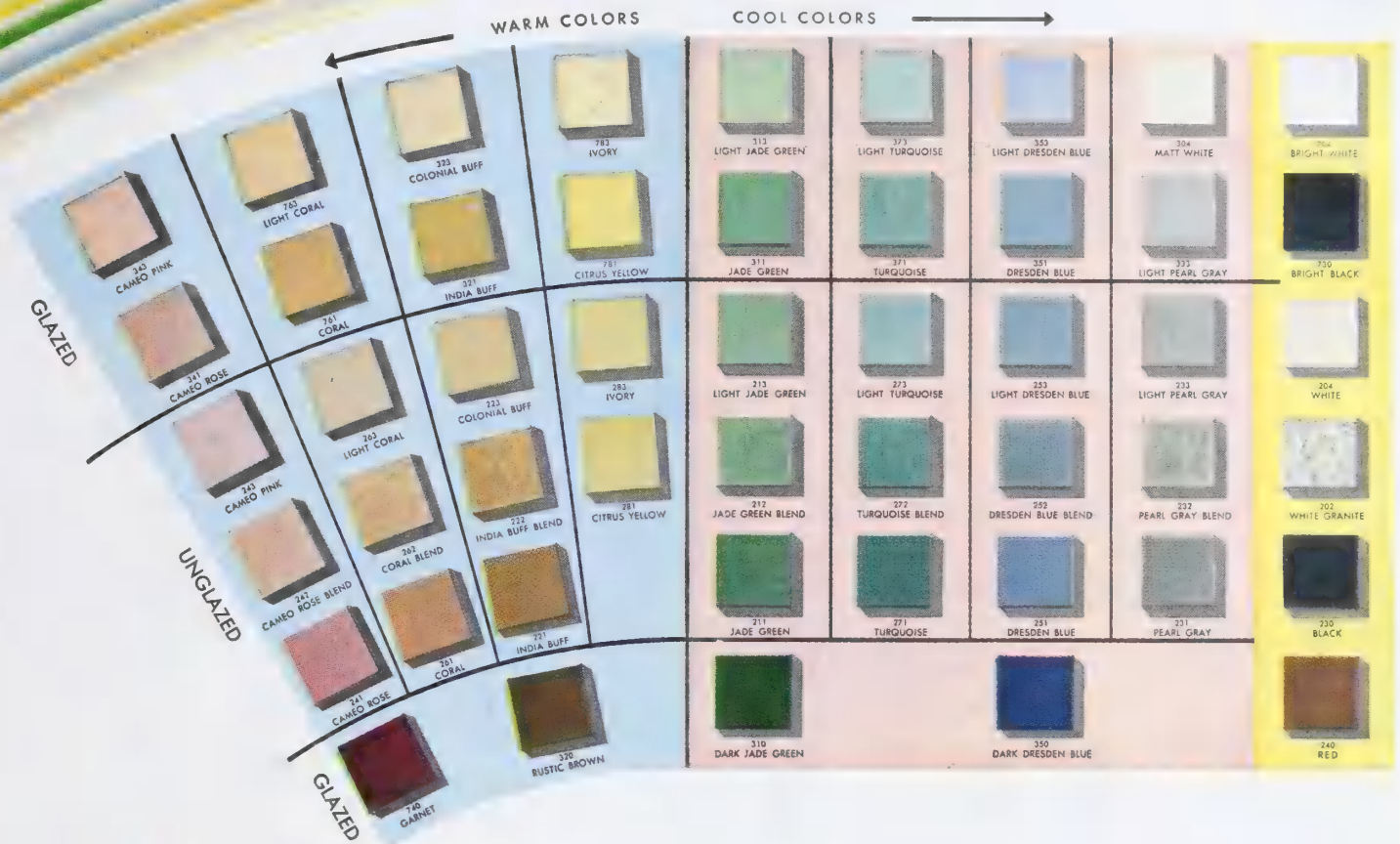
Easy as 1-2-3 — REDI-DRAPE* drapes itself, hangs on any curtain rod and adds distinctive charm to venetian blinds, curtains, draperies. Yours in a wide variety of fabrics and colors for all types of decor.

at MACY'S — New York
HECHT CO. — Wash., D.C.
MANDEL BROS. — Chicago and other fine stores throughout the country, or write
HOWARD CURTAIN CO., INC.
254 Fifth Avenue, New York 1, N. Y.



*Pat. Pending

End of the rainbow? . . . No indeed!



It's a *Suntile* bathroom done in these beautiful new colors



Ever take a ride on a rainbow?

Here's a wonderful new color-adventure specially planned to bring out the "decorator" in you.

Your ticket is Suntile's new Color Palette Folder, shown above.

The minute you open this idea-full color guide, you'll begin to imagine bright, new pictures of the kitchen, bath and utility rooms you are planning.

With a rainbow's range of new Color-Balanced Suntile combinations to choose from, it's easy to suit your tastes exactly—and with never a worry about colors fading, or surfaces chipping or marring. No need for scrubbing, polishing, painting or redecorating *this* tile. It *stays* clean and color-bright with the stroke of a damp cloth.

This is the beauty, and economy, of *real clay* Suntile (expertly installed by an Authorized Suntile Dealer).

You may find your Suntile Dealer's name in the telephone directory. You can get your copy of the new, file-size Suntile Color Palette Folder *without charge* by writing us today, Dept. HB-3, The Cambridge Tile Manufacturing Company, Cincinnati 15, Ohio.

**SUNTILE OFFERS YOU BOTH—
BETTER TILE...BETTER INSTALLATION**



*Superior Design and
Proper Installation means
Greater Satisfaction*

RECOMMENDED BY A BETTER BUY MONEY
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Guaranteed by
Good Housekeeping
NOT AN ADVERTISED PRODUCT

CINCO

Sto-a-way aluminum, self-storing
COMBINATION SCREEN AND STORM SASH

A nationwide network of factory-trained Cinco Dealers and installation men assures you that your Cinco Combination Windows are specified correctly . . . that they are installed in accordance with strict specifications.

This factory-to-you installation policy . . . plus the patented Thermolok® Closure Frame and other design and construction features assure perfect, permanent fit and years of maintenance-free service.

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literature on Cinco
Windows and name
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I own my home ☐ I plan to build ☐

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Looking for gift ideas? Lawnmaster sprinkler "walks" along the hose as it waters, shuts itself off automatically. Cannon lamp to mark garden paths operates on regular 110-volt current. Apple picker has ten-foot handle, makes harvesting fruit safe and easy.

Work-savers for gardeners

PHOTOGRAPHS BY GOTTSCHO-SCHLEISNER



Tools for bulb planters. Long-handle gadget (center) removes plug of soil eight inches deep. Hand model (right) is for the shallow planting necessary in heavy soil. Use Sprowel (left) for stony soil or for planting such big bulbs as lilies and daffodils.



Craftsman Grade Weldwood walnut paneling makes a perfect background for this French Provincial dining room.

Of Course They're Proud...

Look at Those WOOD-PANELED WALLS

Craftsman Grade Weldwood Plywood can bring beauty like this to your home... at a material cost 30% lower than before!

How many times have you seen luxurious wood-paneled walls, and wished you could afford them in *your* home?

Well, look into the matter again. For the new Craftsman Grade Weldwood offers you a real bargain in beauty.

The facilities of our brand new plant at Orangeburg, S. C., have been turned over entirely to this new panel. The economies of straight-line production and the very latest in equipment and methods are passed on to you.

As a result, you can buy beautiful hard-wood paneling in oak, birch, walnut and Korina at almost $\frac{1}{3}$ less than previously possible.

And related advantages make this *truly thrifty beauty* for your home.

Your first cost is your last. Interior grade Weldwood Plywood is guaranteed for the life of any building in which it is installed.

You need never again worry about the expense and bother of periodic re-decorating. For Weldwood walls retain their original beauty with a minimum of maintenance.

See your lumber dealer soon, and get full particulars on Craftsman Grade Weldwood. He'll be glad to give you complete information and prices.

Meantime, send the coupon and 10¢ for our booklet, "Beautiful Wood for Beautiful Homes." It shows many of the fascinating possibilities of this modern material.

UNITED STATES PLYWOOD CORPORATION

Box 61, New York 8, N. Y.

Enclosed please find 10¢ for copy of booklet, "Beautiful Wood for Beautiful Homes," showing many ideas in full color for beautiful low-cost paneled rooms.



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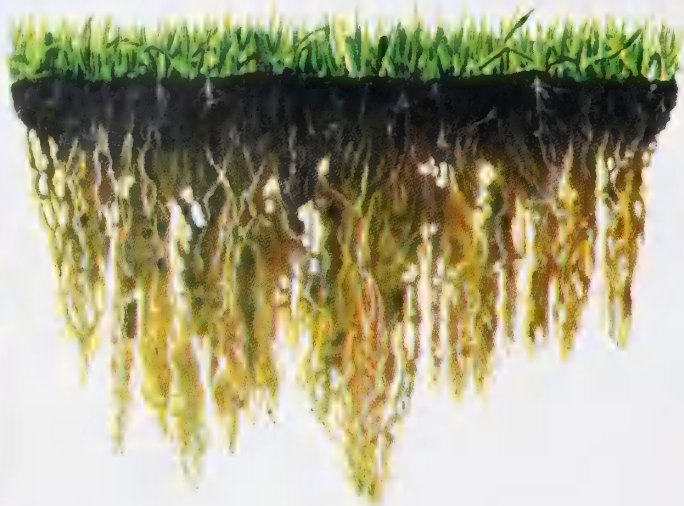
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HB 3-50

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Same Seed... Same Soil...

***SOME* difference!**



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VIGORO-FED

...and the difference is **VIGORO***

VIGORO—complete, balanced plant food—supplies all the essential plant nutrients grass must get from the soil for best growth and development.



“Why can’t my lawn look like my neighbor’s?” Perhaps you’ve asked yourself this question. The answer is—“It can!” And easily, too, if you provide the food elements lacking in most soils.

Now, thanks to *new process* Vigoro, *all* of these vital plant food elements can be supplied in ample amounts. And *new process* Vigoro makes them available to grass even when soil temperatures are low. Because of this, *new process* Vigoro helps your lawn get an early, more vigorous start—develop deep, foraging roots. Thus, your lawn stays lovely through every growing season—and requires less watering during the summer period.

Have a lawn you’ll take pride in this year. Your neighborhood supply dealer has *new process* Vigoro now. Order yours today. Apply it right away and again at regular intervals for best results. Remember: *new process* Vigoro goes further . . . you need apply only 3 lbs. per 100 sq. ft.

NEW PROCESS VIGORO . . . now available! Goes further than ever—nourishes plants longer—yet supplies a balanced diet for greener, healthier, more complete growth. See your garden supply dealer.

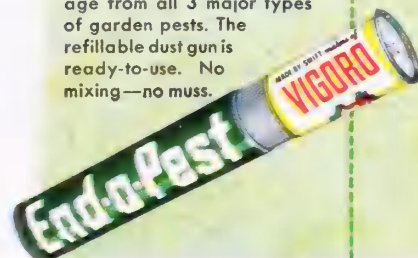
***VIGORO** is the trade-mark for Swift & Company’s complete, balanced plant food.



2 MORE GREAT GARDENING AIDS

End-o-Pest

—guards against plant damage from all 3 major types of garden pests. The refillable dust gun is ready-to-use. No mixing—no muss.



End-o-Weed

—destroys over 100 different weeds. Mix with water—then apply.

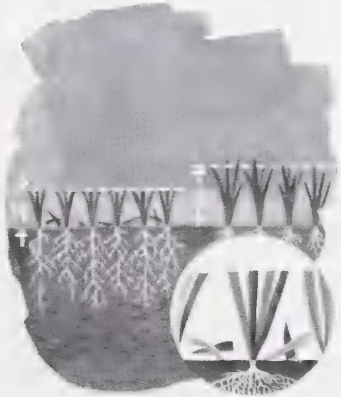


How To Better Your Lawn

CONTINUED FROM PAGE 109



Wrong: If you let grass get too long before you mow, then "shave" it to 1 inch or less. Lawns brown in summer, weeds grow. Clippings must be raked.



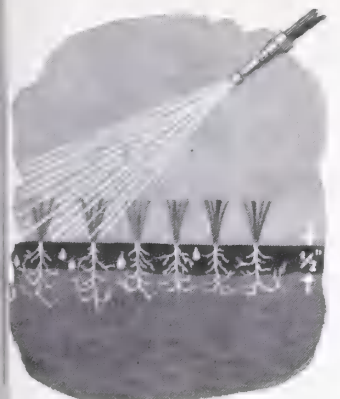
Right: Mow when grass gets 1 inch above height of cut (1½ inches for bluegrass or fescue). Lawn then always looks neat, stays greener, and weed-free.



Wrong: Using a stiff rake is likely to rip many plants out by roots, especially in spring while the grass plants are small and the ground still soft.

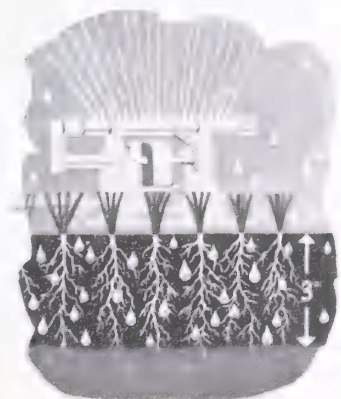


Right: Use a flexible-toothed rake and a sweeping motion that fans leaves off grass. Or use a mechanical leaf sweeper, like the Parker or Toro sweepers instead.



Wrong: Trying to water a lawn by holding a hose in your hand is futile. It takes too long to wet soil deep enough. Shallow watering is worse than none.

SKETCHES BY JOHN BRIMER



Right: Leave a mechanical sprinkler in place until the soil is wet at least 3 inches deep. There's no truth to the old tale that sun "burns" wet grass.

(Continued on page 178)



A Knotty Pine Recreation Room

by *Habitant*

"Come in! Sit down! Have fun!" That's the cheery welcome of this beautiful Michigan Knotty Pine game room ensemble, perfectly styled for recreation and enjoyment. A happy blending of smart design and sturdy construction makes Habitant the perfect choice for those who prefer informal comfort for today's living.

Leading furniture and department stores proudly display Habitant groups for every room in your home, as well as individual pieces for occasional use. We'll gladly supply the name of your nearest Habitant dealer. Drop us a card.

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HELPFUL HINTS *for* Hollywood Bedrooms



New Booklet tells how to plan your own room arrangement
by using

HARVARD BED FRAMES

It's easy to have a more glamorous, more spacious, better appointed room. Learn how to modernize—how to add beauty economically. Harvard Frames have a sturdy all-metal construction—recessed legs—quality casters. One frame adjustable to any standard size Hollywood Bed—snugly fits any coil or box spring. May be used with or without a headboard. Swing frames, extra lengths and special widths available.

Look for the Harvard tag—your assurance of quality. At your Furniture or Department Store.

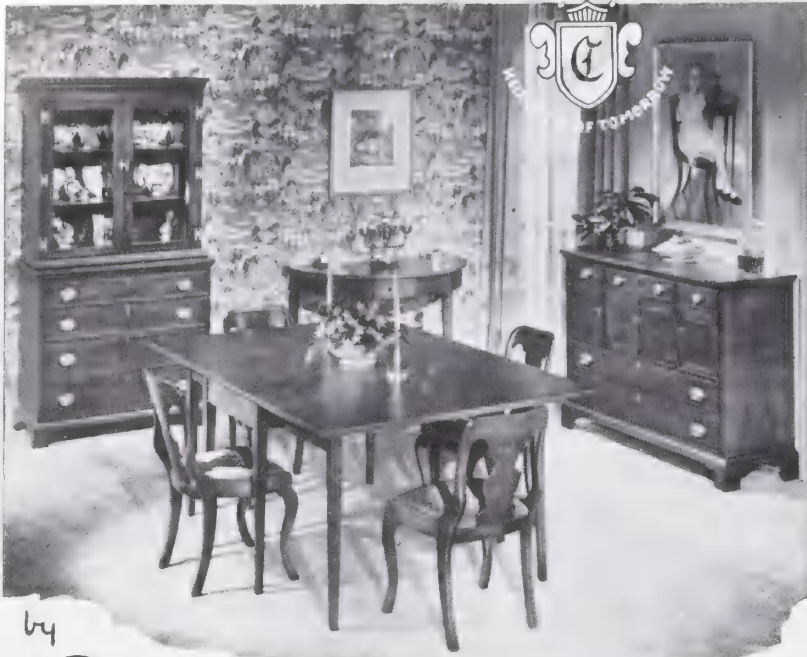
Harvard OF CLEVELAND
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"Decorating Magic"

A 20 page illustrated booklet—a guide to modern bedroom design.
SEND 10¢ IN COIN
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MEBANE, N. C.

A famous satin-finished solid mahogany dining room group—every piece a Craftique masterpiece. The drop leaf table extends from 25 3/4" to 120", with the separate banquet ends that may also be used as serving tables against the wall. The Hunt Chest with its large linen drawers and the Wall China with a four graduated drawer chest-base and beveled plate glass doors, complete a picture of heirloom authenticity, everlasting quality and gracious hospitality.

Booklet "Heirlooms of Tomorrow" sent upon request.

It's Worth Mentioning

CONTINUED FROM PAGE 166

The sure, magnetic action of this Leco Latch gets our rousing vote. It's a joy to be rid of the nuisance of releasing a spring catch every time you go to the cupboard; an even greater boon to know that the doors close tightly every time you push them to. Steel latch does its job persuasively but without snap or noise. Lifetime magnet screws inside cupboard, latch plate to door. 6 for \$4.80. Patterson Bros., 15 Park Row, N. Y. C.



Every virtue you've hoped for in shelving is rolled into one in this unusual Shelf-N-Edge. The crisp 15-inch wide plastic looks exactly like ivy-edged natural linen under glass. You cut, fold, and apply just like paper. It sheds water and grease, keeps its full bloom for time on end. 30-ft. roll, \$2.50. Also scallop-edged simulated checkered gingham (not shown) in red, yellow, blue, green. Crane's, 419 E. 57th St., New York, N. Y.

Look for Comfort *first* in the home you buy or build



Comfortable warmth is a first essential for the enjoyment of your home. Give first consideration to your heating plant.

ASK FOR

The FAMOUS FITZGIBBONS "400"
Aristocrat of home heating boilers

A steel boiler—for quicker heat, continuous, uniform comfort. Fuel savings—up to 40%!! . . . and plenty of hot water all year 'round without a storage tank, for dishwashers, washing machines, kitchen and bath. This is the steel boiler your home deserves. Specify "Fitzgibbons" in the home you build. Get all the facts—mail the coupon now.

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101 Park Avenue, New York 17, N. Y.

Send me the "400" Series Catalog.

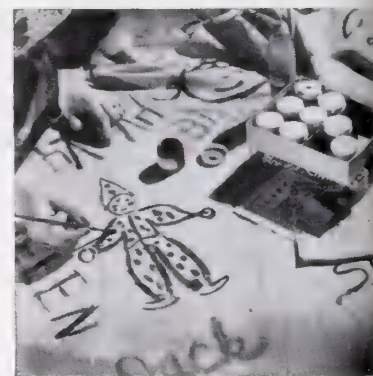
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HB-3-50

You're missing a lot of fun if you don't try your hand at textile painting. It's far easier than you'd believe, especially with the unique Alart textile paints. You can even finger-paint with them because colors don't run together or bleed even while wet. They're commercial dyes in paint form that apply smoothly and speedily, won't stiffen fabric. Permanent colors wash or clean. Kit costs \$2.95. Scott of California, Box 227, LaCanada, Calif.



Decorate All You Like . . .

No more grease to mar your pretty kitchen. Curtains, windows and decorating stay crisp, sparkling and new. Vent-A-Hood collects all grease and steam vapors . . . blows them out of the house. Good reasons for having a Vent-A-Hood in YOUR home.

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FITS ANY KITCHEN

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NICHOLS NEVER-STAIN ALUMINUM CLOTHESLINE



"The Washday Sweetheart"

- ★ LASTS A LIFETIME
- ★ WON'T RUST OR ROT
- ★ WON'T CRACK OR STRETCH
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- ★ WILL NOT SOIL FABRICS

IDEAL FOR YARDS,
BASEMENTS OR ATTICS

Rain, snow or sleet will not affect it. Easy to clean with a damp, soapy cloth.

ALUMINUM IS NOT
A SUBSTITUTE

NICHOLS WIRE
& ALUMINUM CO.
DAVENPORT, IOWA



YOU COULDN'T BUILD IT YOURSELF

CONTINUED FROM PAGE 76

To win the approval of the Revere Quality House Division of Southwest Research Institute, the builder of this house in Washington, D.C., used the following materials and equipment:

EXTERIOR WALL SURFACES: Cinder block, furring, gypsum lath, and plaster—U. S. Gypsum Co., Chicago, Ill. ROOFING: 4-ply built-up.

WINDOWS: Steel sash—Hope's Windows, Inc., Jamestown, N. Y.

PAINT: Pittsburgh Plate Glass Co., Pittsburgh, Pa.; Benjamin Moore, Inc., New York, N. Y.

FLOORING FINISH: Asphalt tile—Armstrong Cork Co., Lancaster, Pa.; Ceramic tile—U. S. Quarry Tile Co., Canton, Ohio.

HARDWARE: Schlage Lock Co., San Francisco, Calif.

PLUMBING: Bathroom equipment—Crane Co., Chicago, Ill.; American Radiator & Standard Sanitary Corp., Pittsburgh, Pa.

HEATING: "Luxaire"—The C. A. Olsen Mfg. Co.; water heaters—Hoffman Specialty Co., Indianapolis, Ind. VENTILATING: Lou Blower Co. INSULATION: Rigid—Celotex Corp., Chicago, Ill.—Sisalkraft Co., Chicago, Ill.

ELECTRICAL FIXTURES: Kurt Versen, Englewood, N. J.

KITCHEN EQUIPMENT: Range—Tappan Stove Co., Mansfield, Ohio; refrigerator—General Electric Co., Bridgeport, Conn.; sinks and cabinets—Midwest Mfg. Co., Galesburg, Ill.; washing machine—Bendix Home Appliances, Inc., South Bend, Ind.

FIREPLACE DAMPER: Heatilator, Inc., Syracuse, N. Y.

DON'T FALL FOR FANCY FACADES

CONTINUED FROM PAGE 91

This house won the approval of the Revere Quality House Division of Southwest Research Institute. Here are the equipment and materials which were used in it:

FOUNDATION: Concrete block, "Vibracrete"—Concrete Building Units Co., Kansas City, Kan. STRUCTURAL LUMBER: "Precision Framing"—Douglas Fir Plywood Assoc., Tacoma, Wash.

EXTERIOR WALL SURFACES: "Weldwood"—Douglas Fir Plywood Assoc., Tacoma, Wash. Rough-sawn redwood shingles. Common brick cavity walls.

INTERIOR WALL SURFACES: Gum and fir plywood—Roddie Plywood Corp., Marshfield, Wis. Ceramic tile,

(Continued on next page)

The Fashion Academy GOLD MEDAL AWARD*

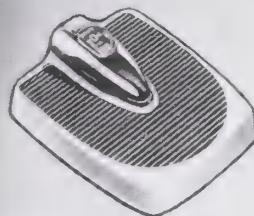
"For the successful effort of Detecto to embody in practical home products for the first time the concept of highly styled fashion design."

Emil Chris Hartman
Director, Fashion Academy

*Detecto is the only product in the home furnishing field ever to acquire this coveted Gold Medal Award.



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The Famous Detecto Bathroom Scale

Guard health and beauty. Accurate, handsome, durable... fully guaranteed. Easy-to-read numerals. In white and six beautiful pastel colors. \$5.95 and \$6.95.

The World's Most Beautiful Hamper

ALUMINUM... Beautiful, durable, sanitary, rust-proof... thoroughly ventilated. Easy-to-clean, smooth and snag-proof. Hand-painted decorations. \$7.95 to \$9.95.

The New Rustproof Aluminum Wastebasket

beautiful, roomy, hand-painted decorations to match the Detecto Aluminum Hamper. \$2.95

THE ENTIRE ENSEMBLE COMES IN MATCHING COLORS
THREE PERFECT GIFTS—AT BETTER STORES
Prices slightly higher in some western states.



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BROOKLYN 5, N. Y. C.



FOR THRIFTY HOME PLANNERS



Keep your new house fresh and bright with Cabot's Creosote Stains. Cost 1/3 as much as good paint... less expensive to apply... give years of beauty and protection for all outside woodwork. Cabot's Stains come in a wide variety of fresh lively colors, clear brilliant hues to weathering browns and grays. Bring out the full beauty of grain and texture. High content of pure creosote oil, "the best wood preservative known," means lasting protection from decay and termites.

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Please send me my free copy of
"Stained Houses" and my Creosote
Stain Color Card.

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See these new Cabinets in Color by Kitchen Maid



Exquisite Beauty • Exciting Features in Friendly, Permanent Wood!

They're a joy to behold, a thrill to be in, these lovely Kitchen Maid kitchens in smart, new, soft colors. Exclusively Flo-Line styled, with quiet aluminum drawers, doors with cushioned silencers—spacious storage compartments, each designed for a special purpose—these and

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Look for this sign in your dealer's window. It signifies his skill as a member of the nation's oldest kitchen planning organization.



KITCHEN MAID
FIRST AND BEST IN
KITCHENS

The Kitchen Maid Corporation
203 Snowden St., Andrews, Indiana
Send colorful booklet with 10 beautiful kitchens and plans. I enclose 10 cents for handling.

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Address.....

Live happily ever after you select this distinctive Sieling Modern bedroom suite. Styling, workmanship and beautiful hand-rubbed finish make Sieling Modern good for many years to come. So much extra storage space, too! See it at your favorite store.



Designed by Randolph Mohlenrich

Send ten cents for booklet, "Graciously, Spaciously Yours." Sieling Furniture Co. Railroad 1, Pa.

GRACIOUSLY, SPACIOUSLY YOURS

SIELING MODERN

HOW TO KEEP SILVER BRIGHT WITHOUT POLISHING



18 inches x 31 inches about \$1.10
36 inches x 31 inches about \$2.20

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SILVERPLATE LASTS LONGER

Now you can use your sterling every day without wasting hours repolishing it. To keep silver beautiful, simply store your flatware and hollow ware in Pacific Silver Cloth. It protects the polish by filtering tarnish out of the air. Lasts a lifetime!

Constant repolishing wears off silver-plating. Save time and work, keep yours lovely years longer the Pacific way. You can buy Pacific Silver Cloth in chests, bags, and rolls—or by the yard—at leading department stores and jewelers.

Write for booklet and name of nearest dealer to Pacific Mills, Dept. G-3, 214 Church St., New York 13, N. Y.

Pacific Silver Cloth

DON'T FALL FOR FANCY FACADES

CONTINUED FROM PRECEDING PAGE

"Suntile" (bathrooms)—The Cambridge Tile Mfg. Co., Cincinnati, Ohio. Common brick. ROOFING: 3-ply built-up—American Asphalt Roof Corp., Kansas City, Mo. FLASHING: Revere Copper and Brass, Inc., New York, N. Y.

WINDOWS: Awning type specially milled: glass, "Color Clear"—Libbey-Owens-Ford, Toledo, Ohio; screens, "Dural"—New York Screen & Wire Cloth Co., New York, N. Y.

DOORS: Flush Mengel door—The Mengel Co., Louisville, Ky.

WEATHERSTRIP: All doors and windows, bronze.

HARDWARE: Windows, "Whiteo"—Vincent Whitney Co., San Francisco, Calif. DOOR HARDWARE: Brass knobs & locks—Schlage Lock Co., San Francisco, Calif.; hinges—Stanley Works, New Britain, Conn.

EXTERIOR PAINT: "Okene" finish on redwood—Pratt & Lambert, Inc., Buffalo, N. Y.; interior, stain and varnish—Pratt & Lambert, Inc., Buffalo, N. Y.

FLOORING FINISH: Reinforced concrete slab. Asphalt tile—Armstrong Cork Co., Lancaster, Pa.; ceramic tile "Suntile"—The Cambridge Tile Mfg. Co., Cincinnati, Ohio.

PLUMBING: Bathroom fixtures and kitchen sink—American Radiator & Standard Sanitary Corp., Pittsburgh, Pa.; water heater—Mission Appliance Corp., Los Angeles, Calif.

HEATING: Gas-fired forced warm air furnace, VENTILATING: Summer cooling by using winter system for air movement. INSULATION: Heating, "Preseal"—Celotex Corp., Chicago, Ill. "Flexcell"—Kimberly-Clark Corp., Neenah, Wis.; sound—Kimberly-Clark Corp., Neenah, Wis.

LIGHTING: Strip fluorescent—Curtis Lighting Inc., Kansas City, Kan.; flush ceiling incandescent "Atlas"—Atlas Mfg. Co.

KITCHEN EQUIPMENT: Range, "Speedster;" refrigerator, "Space Maker;" dishwasher and disposer—General Electric Co., Bridgeport, Conn.

LAUNDRY EQUIPMENT: Automatic washer and dryer—General Electric Co., Bridgeport, Conn.



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HEMSTITCHER

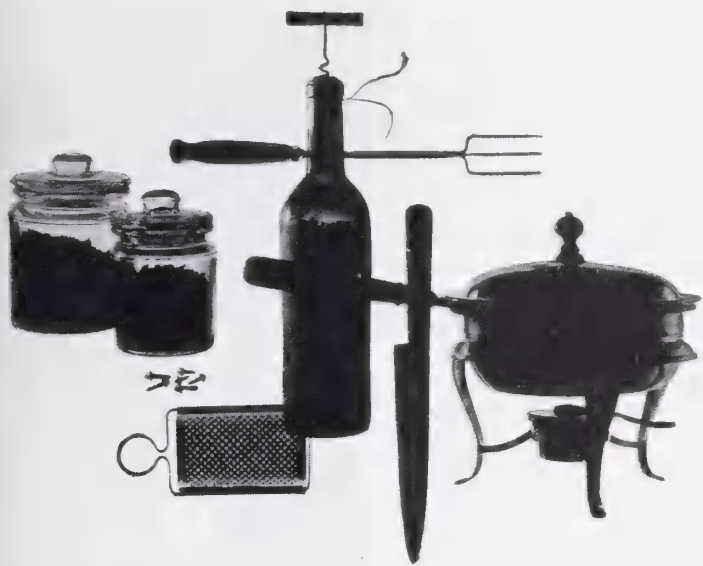
Hemstitcher is any sewing machine with this handy attachment. Does two-piece cross-stitch, inlaid, circular and hemstitching for pleats; also tucking, smocking and picoting. Makes rugs, comforters, slippers, etc. out of any material. Easy directions included.

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DRAWING BY GEORGE LAZARNICK

PANTRY SHELF NEWS

Broaden your food horizons with the new delicacies that are reaching us from all over the world

by Julie Polshek

WHEN the call of duty leads me into such Elysian fields as feasting on the European game birds imported from England by Berkshire Game Farm, I feel that the lot of food editor is, indeed, a Utopian existence. Here's eating that runs the gamut of superlatives. Small wonder, gourmets go into raptures over them. Let's call the roll of the epicurians species being imported for the first time in quantity, to regale American palates: grouse from Scotland's finest heather moors, French red-legged partridge, gray-legged Hungarian partridge, and,

finally, European woodcock. Each is so delicious in its inimitable way, that it's difficult to choose between them.

Trying to paint a word picture of the several, distinctive flavors would defy any pen. But, inasmuch as these European game birds are relatively unknown to Americans, the following briefing may help you choose the type that will give you the greatest gustatory pleasure. The grouse has the most pungent flavor of the group, the gamiest as it were. Its meat is dark and rich, with a fragrant bouquet which

(Continued on next page)

Gracious Beauty that lasts Forever!

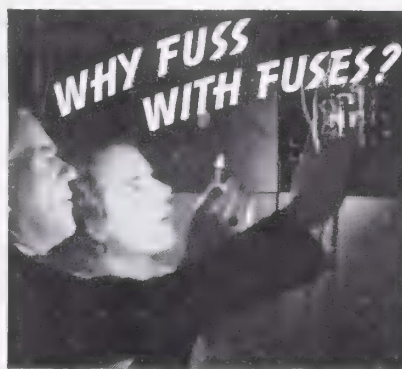
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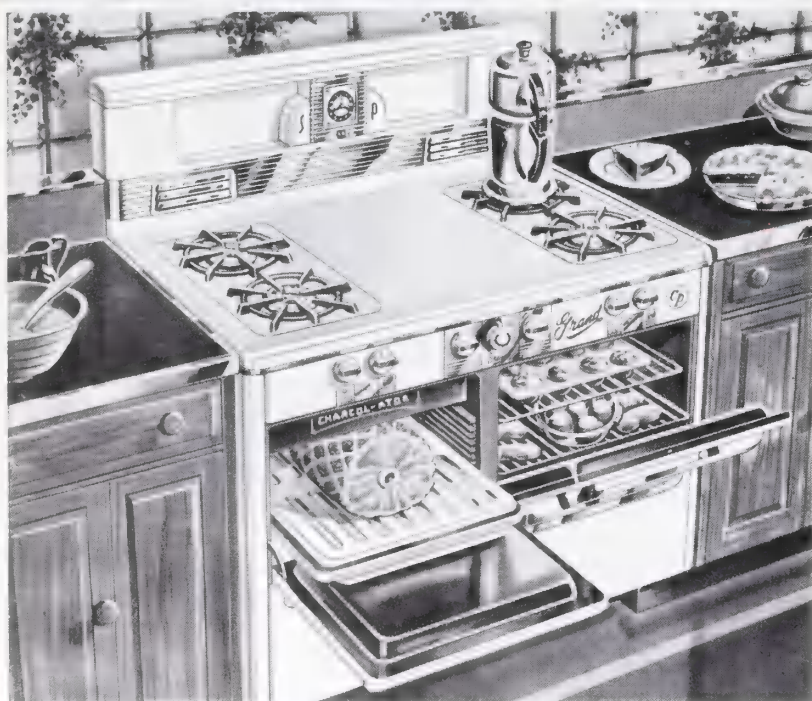
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PANTRY SHELF NEWS

CONTINUED FROM PRECEDING PAGE

it takes on from its heather diet. Grouse is essentially a man's bird, but may a mere woman join the cult of grouse devotees?

In contrast to the gamy taste of the grouse, French red-legged partridge yields meat that is rich and exquisitely delicate at the same time. This mouth-watering morsel is an all white-meat bird that somewhat resembles Chukar partridge. Gray-legged Hungarian partridge, on the other hand, is an all dark-meat bird. The taste of this exceptionally full-breasted bird, if one were pressed to describe it, might be called a cross between duckling and squab.

The European woodcock, considered by many gourmets to be the most delicious of all game birds, is much larger than our native species and infinitely more tasty and succulent. Flavorwise, you might call it a subtle edition of the grouse.

All birds in this group yield a surprising amount of meat for their size. To look at the little fellows, you wouldn't believe that two hungry people can eat heartily on a single bird.

In a broad sense, the flavor of game birds is not nearly so far removed from that of domesticated birds as many people believe. Mention "gamy" and a lot of persons immediately think of an unpleasantly strong taste that hits you between the eyes. True, you will find this "strong" taste in the long-aged game birds one encounters in British and European cuisine. But in those which Berkshire Farm are having "tailored" to suit American palates, you get gaminess in the true sense of the word—the rich, natural flavor of the meat, aged very briefly to make the meat tender and succulent and to bring it to the peak of its perfection. I've eaten many a piece of goose or guinea-hen meat that had a far stronger taste than even the grouse. If you permit any preconceived prejudice on this score to stand between you and these birds, you're missing a rare treat.

Up to now, the only European game birds that have come to our shores were those brought home by American sportsmen from shooting expeditions abroad, and the handful imported by fancy game dealers. I doubt, however, whether bird for bird, they measured up to Berkshire Farm's imports which are the "cream of the crop." Only the choicest, most succulent young birds

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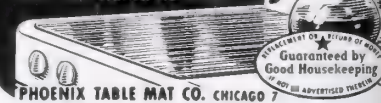
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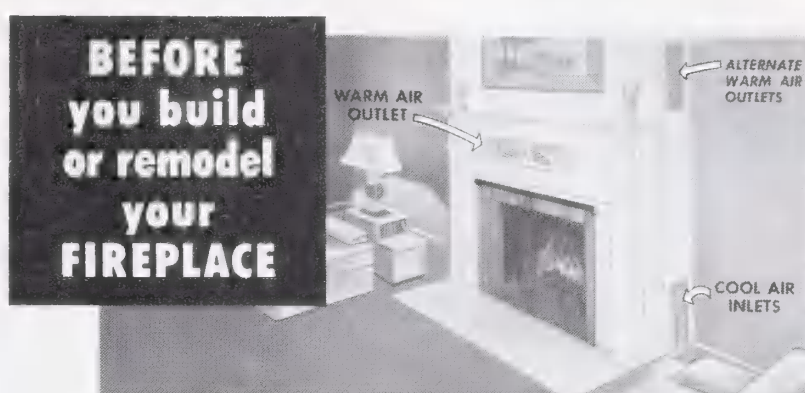
are culled from each "shot" for export by their agents. The grading is done by one of the foremost English masters of the art. The selected birds are "hung" briefly, quick-frozen, sealed into vacuum bags, and sent on their trans-Atlantic journey by air freight. They come to you unplucked, for Berkshire Farm believes the plumage tends to preserve the natural skin oils. The dry plucking recommended takes only a few moments.

Roasting is accepted by gourmets as the way to cook game birds. Full instructions on the procedure accompany the birds.

It's almost a ritual to serve them on toast. It's put there to catch the delicious juices. Game lovers believe it is a sacrilege to waste a drop. Many gourmets spread the toast with pâté de foie gras, and I'm with them all the way on this inspired addition. Finally, one cardinal rule to remember about all game birds: Serve them sizzling hot! That's when their flavor is at its peak. And what a peak that is!

Scotch grouse cost \$12 a brace; red-leg partridge, \$9.75; gray-leg partridge, \$10; woodcock, \$7.75; all from Hammacher Schlemmer & Co., 145 East 57th Street, New York, N. Y.

To a cheese lover, cheeses may come and cheeses may go, but in the end none matches the flavor of fine, naturally-aged Cheddar, ripened for years until it is as mellow as old wine. Such a cheese is the Old Oxford cheddar from Canada. When you taste it, you know that it's been devotedly tended and allowed to cure unhurriedly for a long time. Only such aging plus unusual cheese-making artistry, can produce cheese so rich and mellow. It's moist, with a mere whisper of sharpness—just enough to whet your palate. It comes to you wrapped in a treated cloth that has remarkable moisture-preserving qualities. Be sure to try it for grilled sandwiches. You'll repeat the performance many times. A 2-pound loaf costs \$3, including duty and postage, from Ingersoll Cheese Co., Ltd., Ingersoll, Ontario, Canada.



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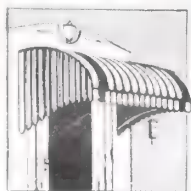
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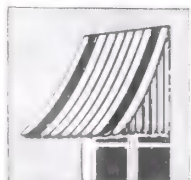
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HOW TO BETTER YOUR LAWN

CONTINUED FROM PAGE 171



Wrong: If you mow lawn before spraying with weed killer you remove much spray-absorbing surface. If you mow soon after you spray you remove leaves before chemical gets down to roots.



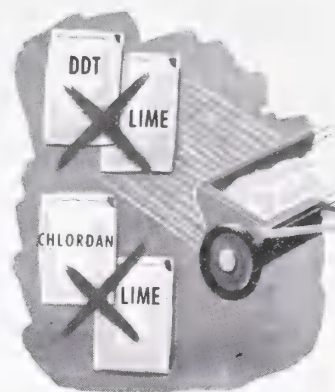
Right: Apply weed-killer spray when lawn needs to be mowed, and don't mow for 3 days. Spray early—as soon as crab-grass seedlings appear (usually May).



Wrong: Leaving rugs or other opaque objects (especially if black, and so heat storing) on lawn can result in burned areas. Grass may turn deep green, then die, where dog wets.



Right: Move garden furniture every few days. This eliminates shading problem, also soilpacking from excess use. Provide sanitary facilities for all pets.



Wrong: Certain chemicals must not be applied at the same time—lime and DDT, lime and chlordan. Wait a week between applications, preferably a month.



Right: DDT or chlordan (insect killers) can be mixed with plant food, as can 2,4-D (weed killer). To be sure chemicals don't burn grass, wash off the leaves.

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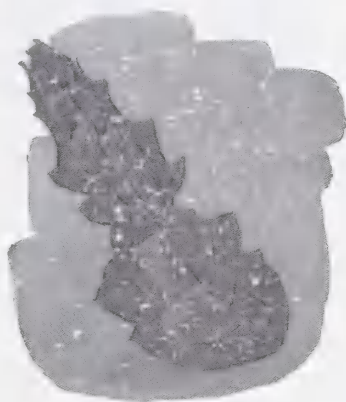
HOW TO BETTER YOUR LAWN

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Wrong: Too-coarse drops of 2,4-D weed spray may splash off and not be absorbed. If you use a watering can, plan to apply about twice as much solution.

Right: Spray should be fine enough to wet the leaves on the weeds thoroughly, but coarse enough so spray won't drift in the wind and injure near-by plants.



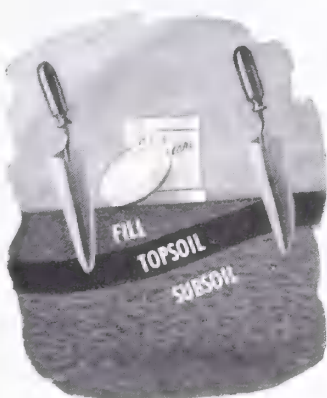
Wrong: Don't rely on rain to keep your lawn green if the soil is so clayey that water can't penetrate, or so sandy that water runs right through it.

Right: Mix in a 2-inch layer of sand to lighten a sticky clay, a 2-inch layer of peat to help a sandy soil. Start lawn over again rather than fuss with hopeless soil conditions.



Wrong: Soil tests are the best way to determine just what fertilizers your lawn needs, but take more than one sample of soil, and don't use any old container.

Right: Take at least six samples, mix together. Then take separate samples of problem spots (subsoil may be near surface, as sketched). Use new containers to store samples.



(Continued on next page)



Weight only 8 1/4 lbs



Trims close to buildings, trees and shrubs.



Cuts clean . . . grass, tall lawn weeds and all.

MontaMower is a modern, efficient kind of lawn mower that literally "sells itself."

This live, 8 1/4 lb. precision machine first gathers then smoothly and easily cuts a full 16" swath through grass, dandelions, spike grass and tall lawn weeds (including those that ordinarily pop back up to cause you extra work).

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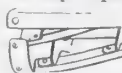
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The life of your mower is only as long as the life of its bearings. Be sure your mower has durable bearings of a well-known make. You get dependable Timken bearings, famous for long wear, on the new Worcester Shear Master.



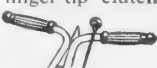
Insist on Tempered Blades

Ordinary steel cutting blades nick easily and dull quickly. Properly treated steel is essential to efficient, effortless mowing. You get "Stamper" specially hardened and tempered blades and cutter bar knife on the new Worcester.



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It's tiring to have to bend down to operate controls. Before you buy a mower make certain the controls are within easy reach. On the 1950 Worcester you get finger-tip clutch and speed controls mounted on the handle.



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Free-floating, shock-free handle. Nationally known engine that can be serviced anywhere. Heavy-duty, tractor-tread tires to prevent slipping. Safety-enclosed chain drive. Small-space parking. Easy, positive cutting height adjustment. Extra-rugged engine deck. You get all these—and more—on the new Worcester Shear Master.

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HOW TO BETTER YOUR LAWN

CONTINUED FROM PRECEDING PAGE



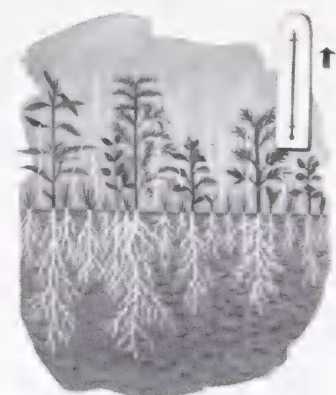
Wrong: Presence of moss does not mean your soil needs lime. Moss grows on any soil that is low enough in nutrients so other plants are starved out.

Right: Test your soil chemically before you apply lime to your lawn, a job you can do at home with a kit soil for the purpose. Too much lime encourages weeds.



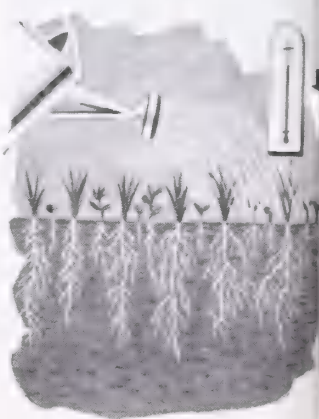
Wrong: Uneven distribution of plant food, or applying it to wet grass, is likely to cause leaf burning, usually not permanently harmful but unsightly.

Right: Wait until dew or rain has dried. Then use a regular plant food distributor, like this O. M. Scott model. Follow a regular pattern to avoid overlaps or skips.



Wrong: Waiting until midsummer before applying weed killers makes your problem harder. Weeds make little active growth in midsummer, are less likely to be killed.

Right: Spray early in season—while weeds are still small and growing actively. Then you get major absorption by weeds—faster and better results.





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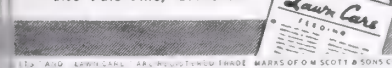
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IN YOUR GARDEN KEEP EVERYTHING IN SCALE

CONTINUED FROM PAGE 100

the effect of the whole. Similarly, the entrance walk, steps, etc. must be in scale with the front door, neither too large nor too small. So, if you have a small cottage with a cozy little front entrance, don't give it an important broad sweep of steps.

How are you going to know what is the proper scale? Mentally measure each part for its relationship to neighboring parts and to the scheme as a whole. You will quickly develop a sense of what is the right size. Failure to consider scale is seldom due to a lack of ability. It stems from a lack of awareness of its importance.

Contemporary architectural design makes scale conspicuously important. So faulty scale shows up very quickly in the functional, frank use of materials without camouflaging surface decorations.

A garden mainly architectural in design—where walls, terraces, and paved areas are an extension of the house itself—must be related in scale to the house. A common violation of this principle is a house on a slope with a narrow terrace close to it. Such a terrace is out of scale with the mass of the house. It looks like a frill tacked around the edge. You have proper scale only when a sufficient mass of terrace supports the mass of the house.

WHEN the garden is predominantly architectural, the scale of architecture determines the scale of the planting needed. In most gardens, however, plants are as important as the architecture. The design problem then is to let the tree set the scale of the planting.

Here are some examples. A large house leaves little choice but to use a sufficiently large-scale planting (large trees) to cause the house and landscape to become an integrated unit and not a mass with a feeble decoration tacked on.

With a small house you may do one of three things: 1. Use such a large tree to make the house appear even smaller—to dwarf it, and create a doll-house effect. 2. Use all small trees and small-scale planting to create the illusion of the house being larger than it actually is. 3. Use trees of medium height—of 25 or 35 feet—to make the house look its actual size.

Most people stick to the third (Continued on next page)

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IN YOUR GARDEN KEEP EVERYTHING IN SCALE

CONTINUED FROM PAGE 181

method. Making a house look smaller or larger through planting is a neglected phase of landscape design, rich in possibilities.

Or why not make your garden seem to be a large garden of which only a small portion is visible? How? Instead of scaling your garden to the dimension of your yard, make it seem much bigger than the lot. This design trick is especially valuable for city gardens. Here the house occupies a major portion of the lot. The garden is out of scale with the house and tends to pull away from the house instead of combining with it. You see the boundaries in the small garden and are conscious of them at all times. You are keenly aware of the smallness of the area. But try concealing the boundaries by planting. Now instead of being confined, your eye unconsciously tends to assume a continuation of the same type of treatment it sees in the foreground. Combine this trick with a large-scale planting and you create the illusion that the tiny garden is part of a large estate of which only one small corner happens to be visible.

THIS, of course, is by no means the only possible treatment of a small garden. Suppose you have a small cottage with a little garden. You could surround it with a picket fence. Defining the garden boundary by the fence now emphasizes the smallness of the garden and relates it to the scale of your house. But a large, imposing house with a small garden enclosed by a picket fence looks silly because the scale is wrong.

Scale extends to the smallest part of any design. It includes all the details of pattern and texture. Here's how this works. Suppose you are choosing the deciduous trees you need. You must know their ultimate size, naturally. But you also need to know the branch pattern and the leaf texture of the trees you choose within any given size. Contrast the branch pattern and foliage size of a birch and a catalpa, for example.

Suppose you need a fairly large tree to get shade and for scale with the house and the rest of your garden. You can emphasize the large-scale treatment by using a large-leaf tree with a strong branch

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pattern, such as catalpa. Or you may minimize the scale effect by using a small-leaf tree with a fine, twiggy branching pattern.

Similarly, when you pave a certain area, its size may in part be dictated by practical consideration of usage. But you still can do much to relate it in scale to the rest of the garden by how you divide the area into a pattern and texture. For example, brick set on edge in herringbone pattern creates a finer texture and consequently smaller scale than brick laid flat in basket-weave pattern. Similarly, a mown lawn is the finest texture in ground cover. Others range in texture from the fine foliage of heather to that of plants like bearberry, ivy, and so on. The difference in foliage size is even greater in tall shrubs, ranging from the tiny foliage of heather to the large leaves of rhododendron, fatsia, magnolia, and English laurel.

Finally, in working out the groupings of plants, keep the size of each individual group in scale with the whole scheme. You gain the effect of simplicity and sweeping areas. You lose this effect if the groups are either too large or too small.

Whether you live in a cottage or a castle, understanding scale relationship can better your garden and better your living.

GARDEN BOOKS WORTH READING

The Garden Workbook and Diary

compiled and edited by Wellesley-in-Nassau; Doubleday & Company, Inc., New York; \$2.50.

Whether you garden or merely want a personal record, here's one of the better-looking diaries with ample space for each day's notes. There are eight photographs of gardens (two of these at Wellesley), and for each day there is a quotation appropriate for a gardener.

The money from the sale of the book goes to the Wellesley Royalty Fund. —J. E. H.

Flower Garden for the Amateur by Alfred Carl Hottes; Midland Publishers, Forest Park, Ill.; \$2.95

This slim volume is the first real answer to the beginner's oft-repeated request for a complete guide he could understand. Not that **Flower Garden** is just a hard-boiled collection of lists; far from it. There is so much evidence of Alfred Hottes' ability to humanize plants and gardening that every garden club program chairman can get a half dozen good meetings



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from the book. The chapter titled "Is Your Soil Alive or Dead," for example, is the best recent discussion on why and how to feed plants.

The author is a lifelong gardener. His philosophy: "No garden is as important to me as the person who makes it . . . Start modestly . . . The flowers will respond to him who loves them . . . Fortunately, he who makes a garden never works alone . . . How the minutes pass and the worries drop away when the hands are buried in the good earth."

—J. E. H.

The Trick of Growing House Plants In Every Window by Sophia Naumburg; Floral Art. West Englewood, N. J.: \$2.00.

Growing plants indoors certainly sounds like fun the way Mrs. Naumburg tells about it. I like particularly her division of plants by compass directions for the window that is to be their home. All the usual mumbo-jumbo about full sun, half sun, partial shade, etc., always thoroughly confuses the non-gardener who wants to grow a few plants in his window. Mrs. Naumburg solves the matter neatly with her system—even colors the pages differently for each type window. There is a rather complete chart, too, on how to keep your plants healthy, but the listing of sources for house plants is very sketchy and omits some of the best-known concerns.

—J. E. H.

A LITTLE HOUSE WITH NO CLICHES

CONTINUED FROM PAGE 87

Here are the furnishings and fabrics shown by Decorators Neblett & Williams for the little house in Palm Springs, which you have seen on pages 84-87.

CARPETING: "Waitrend"—Waite Carpet Company. Oshkosh, Wisconsin.

FURNITURE: Occasional tables, cabinet and bed—designed by Everett Sebring. Wrought-iron table and chairs—Aladdin Iron & Bronze Works, Inc., New York, N. Y.

FABRICS: Living-room fabric—designed and blocked by Robert Weaver Stevens. All fabrics throughout house—McKay, Davis & McLane, Los Angeles, Calif.

COOKING UTENSILS: "Revere Ware"—Revere Copper & Brass, New York, N. Y.

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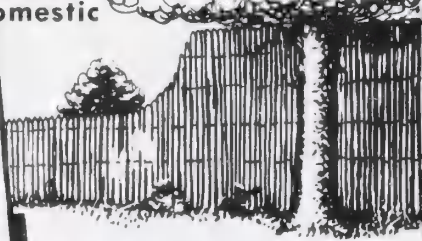
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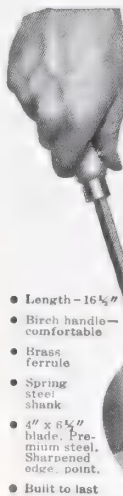


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PLANT MONGRELS, TOO. Hybrids between different strains of a plant often exhibit remarkable vigor, too. Three-fourths of the corn now grown in the United States is mongrel stuff produced by controlled cross-pollination. Only 20 years ago, when I was a student at the University of Minnesota, visiting farmers shook their heads at the "new-fangled" ideas of raising seed corn.

NOW HYBRIDS FOR THE GARDEN. Hybrids are becoming mighty important in gardens, too, these days, with sweet corn, tomatoes, and a number of other vegetables in the 1950 seed catalogs. Hybrids grown from cuttings, divisions, or bulbs are common in our gardens, but hybrid plants grown from seed must be cross-pollinated for each new crop. The scientific discoveries that led to the development of these hybrids were made more than half a century ago, but only when we developed efficient methods for wide-scale cross-pollination could hybrid seed be made available for everyday garden use.

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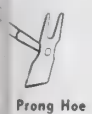
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be adapted to your climate, your needs, and your tastes. Some of the extra-early corn hybrids are fine for the North, but I wouldn't give them garden space in the South where corn must have a more rugged stalk. If in doubt about any new hybrid vegetable, try a small planting.

WORTH THE PRICE. Buying cucumber seed at so much apiece can figure out to be a pretty steep price per pound, but with a cucumber as vigorous as Burpee Hybrid not many seeds are needed. An extra dime for a packet can be the world's best bargain over a long season. Just to be sure I wasn't too enthusiastic about Burpee Hybrid, I checked with Dr. Henry Munger, vegetable breeder at Cornell. He, too, recommends it for home gardeners "who want reliable production."

WIND AND BEES HELP. Like corn, cucumbers have pollen and seeds produced on different kinds of flowers on the same plant. To raise hybrid seed the parents are planted in adjacent rows and the pollen-bearing flowers removed from the seed plants. The cost of this detasseling of corn and blossom removing from cucumbers accounts for the cost of hybrid seed.

NOW A HYBRID WATERMELON. Last year a hybrid eggplant made its bow and this year hybrid watermelon is listed in a catalog just arrived. Hybrid summer squash has been listed in some catalogs for several seasons, but now a hybrid of the Cocozelle type is available.

PLANT BREEDERS TRIUMPH. Onion breeders of the U. S. Department of Agriculture have pulled a fast one on nature and can now raise hybrid onion seed in quantity without the labor of pollen removal. The secret is to use a pollen-sterile line as the seed parent, while insects bring pollen from the male parent grown in adjacent rows.

—Keith C. Barrons



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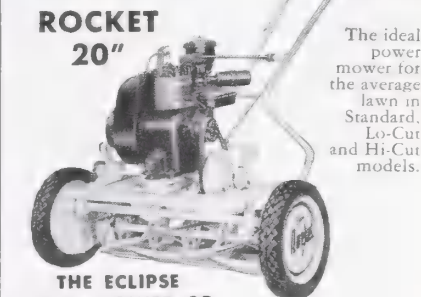
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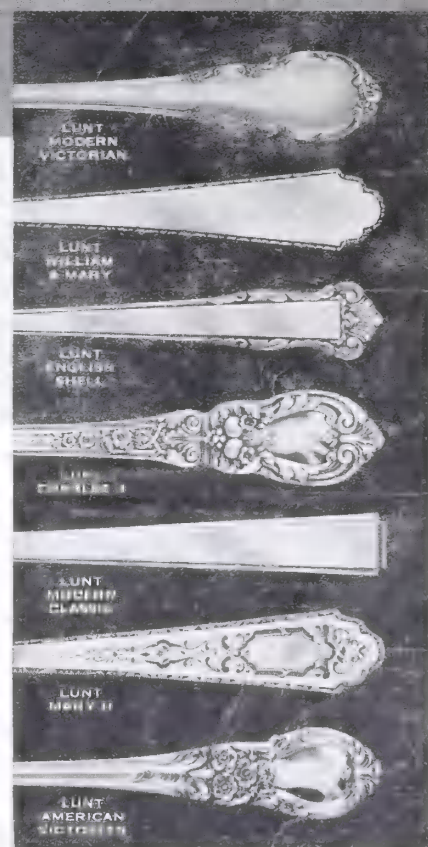
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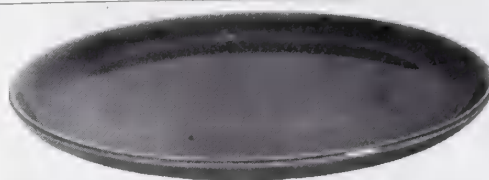
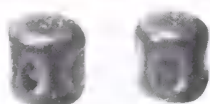
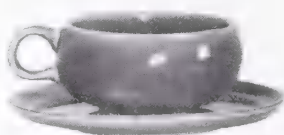
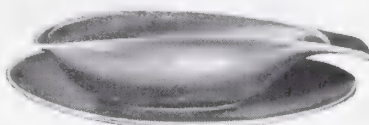
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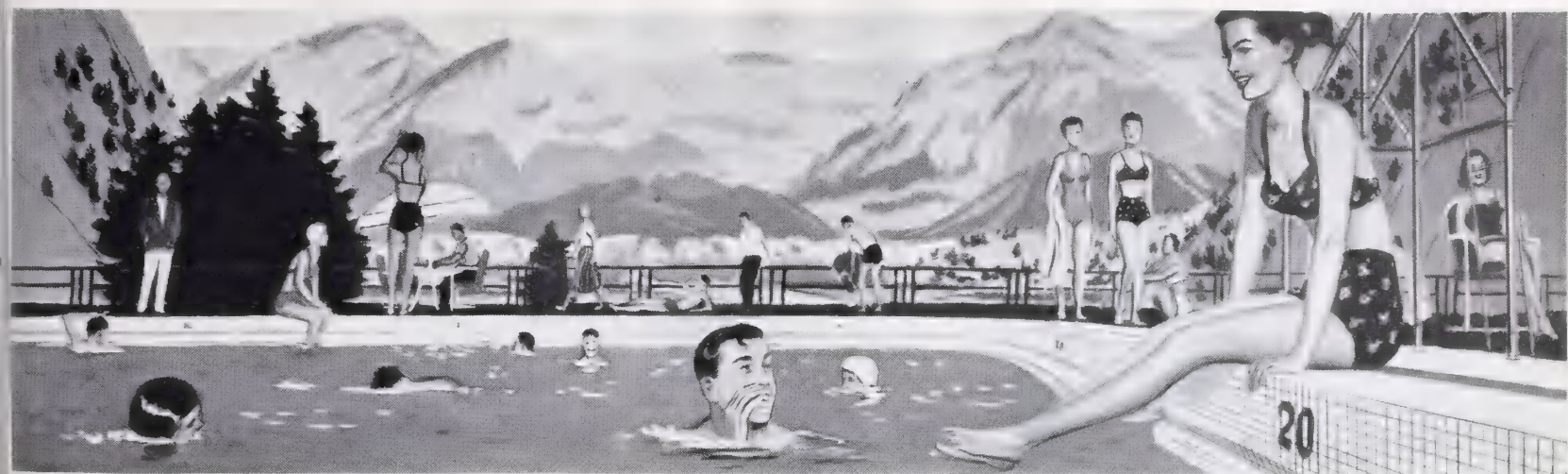


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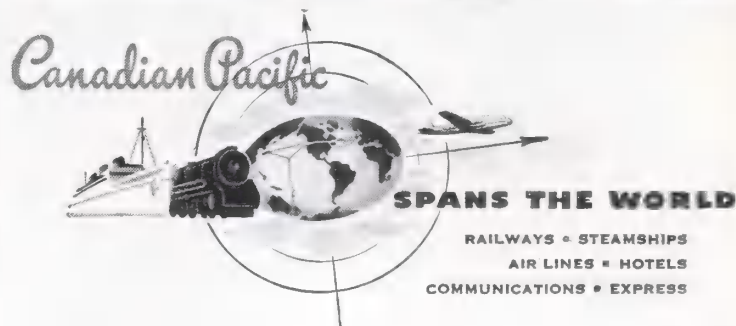
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Something new... something luxuriously refreshing is added to life in homes with rugs cushioned on Spongex. Rugs and carpets cushioned on Spongex lighten every step, give each step a new buoyancy. Spongex makes all carpets luxury carpets... rich and lively to the tread, yet quieting each foot step.

SPONGEX Makes Home Care Easier

- Creates no dust or lint....
- Has no dirt catching crevices....
- Is easily vacuumed or damp-wiped....
- Is moth proof and vermin proof.

Spongex retains its buoyant cushioning action year after year — lasts for rugs and carpets to come. Before you select a carpet or rug, step on a Spongex Rug Cushion.

You can identify Spongex at your favorite department, floor covering, or furniture store by its distinctive green and grey coloring.

Would you like a sample?

Write **THE SPONGE RUBBER PRODUCTS COMPANY**
311 DERBY PLACE, SHELTON, CONNECTICUT



Spongex[®]
 RUG CUSHION

Two ways to Beautiful Bedrooms

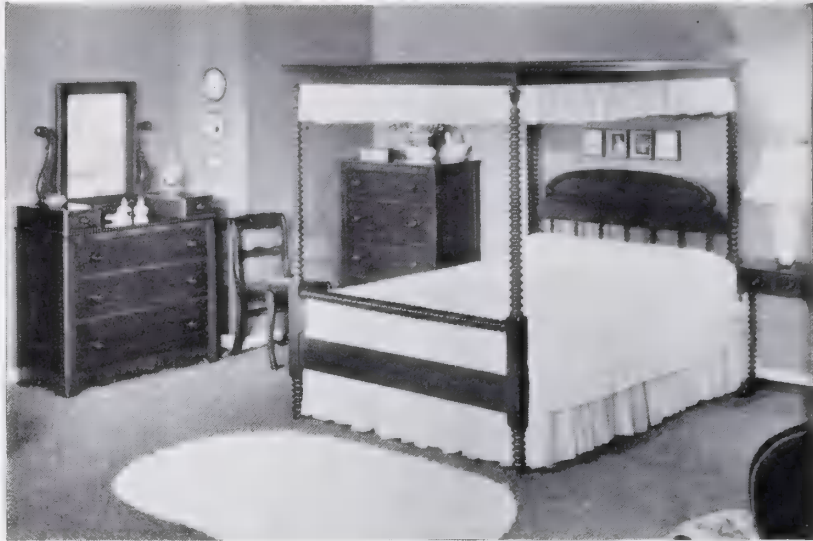
Cavalier Contemporary

... a new Conception in Convenience



The Cavalier Natchez

... Inspired by the Old South's Finest



Each bed swings out on the weekend bed, feather light for making up, locks in place when in use. Welded steel frames adjustable to exact size of mattress and springs. Headboard has recessed shelf for books, radio, with slot at lower back for electric cords. Roomy closed compartment, just the right size for a phone, has let-down door that makes a serving shelf handy for a cup of coffee or breakfast.

Clever, *USEFUL* ideas in every piece! You may choose the grouping you want in smart, high-style Ash-Gray, or in Peach-Blonde, a new light tone soft as peach ice cream.

THE BEDS: Standard double bed, conventional twin beds or twin (weekend) beds with single headboard as shown in insert above.

SIX DRAWER CHEST: Upper drawer divided into six compartments (removable partitions). There is a special shirt drawer; and bottom drawer is aromatic red cedar.

TALL-MAN MIRROR: Mirror set at an angle so a man can see without stooping. Three handy drawers in mirror base.

VANITY: Has six drawers, big "tiltable" mirror. Foot clearance all the way across. Non-sag hardware. Special hemline mirror between piers shows your hemline at a glance.

DOUBLE DRESSER (not shown in picture): Drawers galore for two ... and a brand new idea you will love, special long Dividend Drawer in base for blankets, so many uses. Over-size "tiltable" mirror that adjusts to any angle.

BEDSIDE CABINET: Has built-in magazine file and a utility drawer in base with non-sag bar type drawer pull. Top height planned for holding lamps.

The lovely Cavalier Natchez grouping, in selected Honduras mahogany veneers, is directly inspired by a famous old bedroom at Hope Farm, Natchez, Mississippi. The graceful turnings and proportions of the original pieces are happily suited to rooms of today. The outstanding canopy bed is perfect even in a low ceiling room. This beautiful bed is easy to trim, easy to keep fresh and crisp looking. It needs only a simple dust ruffle and canopy ruffle. Ruffles are available tailored for the bed and ready to attach, if you wish them.

Choose the Natchez grouping you prefer from: high poster double bed, low poster twin beds, chest of drawers, chest-on-chest, dresser, vanity, quaint little bedside table. All pieces Cavalier craftsman constructed throughout. Full dustproof drawers (bottom drawer of chest and chest-on-chest is cedar). The Cavalier Natchez is an heirloom traditional suite, beautifully built and authentic in design.

Write for descriptive folder showing Cavalier Modern and Traditional Bedroom Furniture.

AT BETTER STORES EVERYWHERE



BEDROOM FURNITURE • CEDAR CHESTS • STOW-AWAYS*
CAVALIER CORPORATION, CHATTANOOGA 2, TENNESSEE

WHAT YOUR FURNITURE DEALER DOES FOR YOU

Your Furniture Dealer serves you in many ways you will appreciate. He protects you against inferior merchandise by his expert buying knowledge. He searches out and makes available a wide selection of merchandise especially suited to your locality, gives you helpful assistance in your decorating prob-

lems and in the choice of suitable accessories. He guarantees his merchandise and makes terms to suit your buying needs. When you have chosen your furniture, your dealer delivers it promptly in perfect condition, backed by his reputation for dependability. These are services you will find helpful now and for years to come ... all offered for your convenience by your Furniture Dealer.



"Sacony" suits of Palm Beach Cloth made only by Goodall

Imagine yourself in this decorating studio. Your decorator suggests living room draperies of Goodall "ARCADIA" hand-print; sofa in harmonizing Goodall "CLYDE" upholstery in Sage color; chairs in Flag Blue "STRATFORD"; Bottle Green SEAMLOC carpeting. The decorator's sketch illustrates the complete beauty of your new Goodall Fabrics room! At her own windows, the decorator uses Goodall's "Golden Mist" casement curtains.



If you like modern! This sketch shows Goodall Fabrics new "ILIUM" hand-print on "Aristo Cloth" draperies. Chairs in Goodall's new canary yellow "STRATFORD" upholstery. Sofa in gleaming, gunmetal "GALAXY," designed with Goodall's special knack of combining metallic threads with luxurious mohair textures.

Your Decorator Selects **GOODALL FABRICS** for Complete Room Beauty

At your decorator's now...You'll find hundreds of exciting new patterns and colors in exquisite Goodall Fabrics.

Goodall brings them all to you in glorious pre-tested colors, hand-printed on the muted luster of luxurious Angora Satin or on crisp, linen-like "Aristo Cloth"!

These exclusive fabrics are *Blended-for-Performance* with fine Angora Mohair, as only Goodall can do it, to bring you fabrics that drape perfectly...that hold their shape without stretching and sagging...that resist dust and wrinkles...that need fewer cleanings through their long and lovely life.

Discover how perfectly your decorator...or the decorating studio of your favorite store...can create beautiful rooms with coordinated fabric-schemes in Goodall's color-related upholsteries, draperies, casements, Seamloc® carpeting.



Or, if you like a traditional home! Decorators love the many colors and beautiful design of Goodall's "FOUR WINDS OF HEAVEN" hand-print on Angora Satin. It is suggested here in Ming Red for draperies, with "DEAUVILLE" Flame color upholstery on the chair and "BEEKMAN" fabric in Mustard for the sofa.

Goodall Fabrics
Subsidiary of
Goodall-Sanford, Inc.
THE FINEST NAME IN FABRICS

Give your home distinctive beauty
with **GOODALL FABRICS**
on **KENMAR** Furniture



In the room above KENMAR's sectional sofa combines one of Goodall's exquisite hand-prints, "Polychrome," with color-matched "GRANDEE" upholstery. KENMAR chair in "GRANDEE" is color-matched to red in the print. You can choose this beautiful furniture, from KENMAR's "Diversity Group" in your favorite store with Grey, Red, Kelly, Seafoam, Rose or Lime "GRANDEE" fabric.

Your home can be more beautiful when you choose furniture in the distinctive colors, patterns and textures of Goodall Guaranteed Fabrics on furniture. Imagine! You can select upholstered pieces in exquisite hand-printed designs or softly lustrous plain colors...you can choose deep-tufted pile fabrics in modern or traditional textures... And all these magnificent long-wearing fabrics are color-coordinated and expertly styled to blend together perfectly in your living room!

It's easy to identify beautiful Goodall Fabrics on furniture in your favorite store. Just look for the Goodall Fabrics Guarantee Tag!

Notice these decorating features in the room shown above: "Modernfold Door"...of Goodall plastic fabric...by New Castle Products, Inc., effectively divides living-dining areas in this lovely room. Goodall "Metallic Sheer" casement fabric curtains the window. Goodall Seamloc* Carpeting glorifies the floor.

← **All Goodall Furniture Fabrics are GUARANTEED For The Life Of The Fabric** in case of moth damage! Look for this Guarantee Tag on furniture.

Goodall Fabrics
Subsidiary of
Goodall-Sanford, Inc.

THE FINEST NAME IN FABRICS

©1953, Goodall-Sanford, Inc.

Sole Makers of World-Famous PALM BEACH* Cloth and Suits

*Registered Trade Mark

GOODALL FABRICS, INC. • NEW YORK • BOSTON • CHICAGO • DETROIT • SAN FRANCISCO • LOS ANGELES • MIAMI



Get Added "Fashion + Value" on Furniture!...

Look for this GOODALL FABRICS Guarantee Tag!....



Here's a new, easy way to be sure of getting the very finest fabrics on your furniture! Just look for this famous Goodall Guarantee Tag attached to the most beautiful chairs and sofas you see in your favorite furniture or department stores. It is your guide to complete fabric satisfaction wherever it is found.

Goodall Fabrics give you added fashion *plus* unequalled value! Luxurious textures are *Blended-for-Performance* to keep your furniture new-looking longer...to wear for years...to resist soil and clean more easily. The lovely colors are pre-tested and expertly styled. Yes, Goodall gives you every advantage you want in furniture fabrics...at no extra cost! Just look for the Goodall Fabrics Guarantee Tag to be sure!

NOTE! Your purchase of Goodall Fabrics on furniture is *registered* at the famous Goodall mills when you mail in this half of your guarantee tag. It is your protection *for the life of the fabric* in case of moth or insect damage! The Goodall Guarantee includes the Good Housekeeping Guarantee Seal. No other fabric company gives you this complete guarantee assurance.



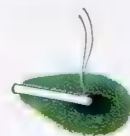
FEEL the luxury of SEAMLOC carpet!*



*Only **GOODALL SEAMLOC** Carpeting gives you this added beauty
Plus added value!*

Feel it! Just let your fingers linger over Seamloc's rich, deep pile...feel its exquisite luxury. And, Seamloc's unique construction permits practically invisible seams. Goodall Seamloc can be taken up, re-cut and re-laid to fit any room at any time. Even cigarette-burned spots can be lifted out, replaced with new Seamloc...and no one will ever notice.

Fine imported wools are *Blended-for-Performance* by Goodall to make Seamloc wear years longer. Double-extra backing holds this springy pile *in and up* even under crushing footsteps...allows easy cleaning or shampooing right on the floor. Get more for your money...ask to see Goodall Seamloc, in a full range of colors and decorator shades, at your decorator's or the decorating studio of your favorite store.



BURN IT!...Repairs scarcely show



MOVE IT!...New seams scarcely show



WASH IT!...Right on the floor

©1949, Goodall-Sanford, Inc.

Sole Makers of World-Famous PALM BEACH* Cloth and Suits

*Registered Trade Mark

GOODALL FABRICS, INC. • NEW YORK • BOSTON • CHICAGO • DETROIT • SAN FRANCISCO • LOS ANGELES

WORLD'S FINEST, MOST MODERN AUTOMATIC DISHWASHER

... the new **GENERAL ELECTRIC**

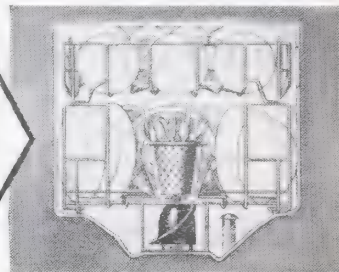
**DISHES ACTUALLY
DRY IN THEIR
OWN HEAT!**

WHAT OTHER DISHWASHER CAN MATCH THESE FEATURES:

- ★ Top-opening for easy "sink-level" loading!
- ★ No stooping, no squatting!
- ★ GIANT capacity—holds a WHOLE DAY'S DISHES for family of four!
- ★ Super-hot water—hotter than your hands could stand!
- ★ COMPLETELY automatic—just turn one simple control!
- ★ Saves time . . . saves work . . . saves water!
- ★ G-E performance engineering assures long-lasting dependability!

"Natural-Heat" Drying!

When lid opens after washing operation (automatically, too!) hot air rises upward . . . evaporation action takes place . . . dishes ACTUALLY DRY IN THEIR OWN HEAT!



ONLY G-E ENGINEERING COULD BRING YOU ALL THIS!

Where else but in a G-E could you find:

- 1 "Spray-Rub" washing that *really* gets rid of sticky food, crusty grease.
- 2 Double rinsing that makes glasses, silver, dishes *really* shine.
- 3 "NATURAL-HEAT" drying that ACTUALLY LETS DISHES DRY IN THEIR OWN HEAT!

LOW DOWN PAYMENT! EASY TERMS!

See the new G-E Automatic at your G-E dealer's NOW. No charge, no obligation for free demonstration! For the name of your nearest G-E dealer, look under "Dishwashing Machines" in your Classified Telephone Directory. Or write to General Electric Company, Appliance and Merchandise Department, Bridgeport 2, Conn.

Also see the new G-E Portable Dishwasher.



GENERAL



ELECTRIC



A tree that lives in beauty is a precious thing...

A tree that has taken years to reach the full glory of its growth—a tree linked with happy memories of those still near and those who have gone—such a tree has a value beyond measurement in dollars!

But a valued tree, for all its height and strength and beauty, is exposed to the attacks of many enemies.

Ravenous leaf-eating pests can destroy its foliage almost overnight. Hidden sap-sucking insects can drain its vitality. Troubles of many kinds can strike suddenly and with disastrous effect.

Scientific care by experienced Davey Men is a low-cost investment that pays big dividends in assuring the continued health and beauty of your treasured trees. One of the most important of these Davey services is spraying—before the appearance of the foliage, to control scale insects, and after the leaves develop to protect the foliage.

You can trust your Davey Man to know the right time to spray and the right materials to use to safeguard the living beauty of your trees. Why not make arrangements now to be placed on Davey's spraying schedule? If the Davey Tree Expert Company is not listed in your phone book under "Tree Service", write us today.

The Davey Tree Man

... is a skilled diagnostician of all tree ailments. In addition to his experience and special training, The Davey Tree Expert Company maintains a large staff of field supervisors who give the men in the field up-to-date information on methods approved by their laboratories at the home office. A Davey Man's education never ends. Perhaps that's why more people depend on Davey Men for the protection of their fine trees than any other organization.



THE OLDEST AND LARGEST TREE SAVING SERVICE IN THE WORLD

DAVEY TREE EXPERT COMPANY • KENT 3, OHIO

MARTIN L. DAVEY, Jr., PRESIDENT



TREE MOVING



CABLING & BRACING



PRUNING



TREE SURGERY



SPRAYING



TREE FEEDING



Your concrete house can have real character and distinction, no matter what its size or architectural style. Sturdy concrete walls can be built in a wide variety of charming patterns. They can be finished with portland cement paint in a choice of many attractive colors or can be stuccoed in beautiful textures.

There's added comfort and livability in a **CONCRETE HOUSE**

YOUR FAMILY will enjoy comfortable living around the calendar in a concrete house. When properly insulated, a concrete house provides ideal protection against winter's cold and summer's heat. And being weathertight, a concrete house stays clean and dry in all seasons.

A concrete house is also economical shelter. Its first cost is moderate, it requires little maintenance and it renders long years of service. That assures you a **low-annual-cost** house, the real cost yardstick of home ownership.

A concrete house means even more. *Concrete can't burn!* You'll know your loved ones and cherished possessions are safe from fire. The resulting peace of mind is priceless. Add concrete subfloors and get further protection from fire. More than half of all home fires begin in the basement; concrete subfloors prevent the upward sweep of flames.

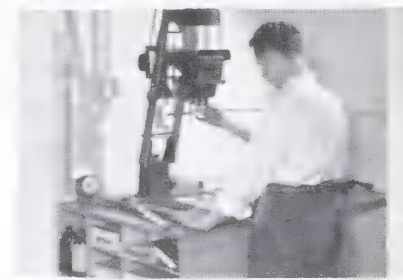
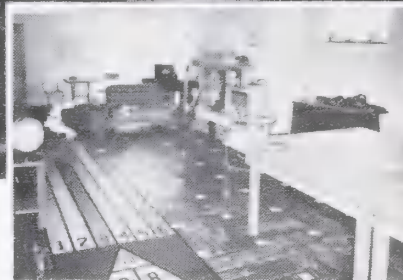
So before you build, investigate the many benefits of a concrete house. Write for the free booklet, "*Why People Like Concrete Homes.*" Distributed only in U.S. and Canada.

HOW TO GET A CONCRETE HOUSE **... and what will it cost?**

Phone a local concrete masonry manufacturer for names of architects and builders experienced in concrete house design and construction. They know conditions in your community and can tell you about plans, local requirements and costs.

Take any plans or sketches you have to an architect. Have him show you how your home can be built economically with durable concrete walls, squeakproof concrete subfloors and a firesafe roof.

Architect-Designed Houses Stay Young Longer



Be sure you get the full measure of livability in your concrete house by including a basement. A basement provides most economically the extra room needed for storage, laundry, playroom, hobby workshop or darkroom. It does not take up space that can be better used for lawns, flowers and outdoor living.

PORTLAND CEMENT ASSOCIATION
DEPT. 4-19, 33 WEST GRAND AVENUE, CHICAGO 10, ILLINOIS

A national organization to improve and extend the uses of portland cement and concrete through scientific research and engineering field work

*Discovered!
a practical luxury...*



- Of course you know your table dressed in Quaker Lace is beautiful. But did you know how practical a Quaker Lace Cloth can be? It stays fresh so much longer. Spots sponge off easily. And with all its look of luxury, a Quaker Lace Cloth lasts for years of constant use . . . and daily pleasure.



Quaker

LACE CLOTHS

Countess Pattern No. 6189. Pat. Applied For

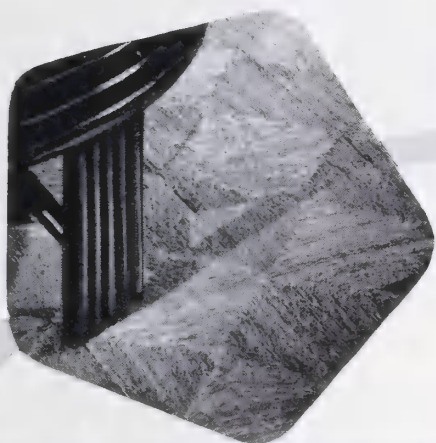
Quaker Lace Company Philadelphia 33, Pa.
Sales Office: 330 Fifth Ave., New York 1, N.Y.
Also makers of Quaker Net Curtains and Quaker Nylon Hosiery



year

'round

decorating ideas



Floor covering of woven hemp squares! A naturally lovely setting for your Ficks Reed furniture, this material is long wearing and easy to keep clean.

In a Summertime Mood



Sectional Sofa, Nos. 7001CU, 7002CU, 7003CU. Corner Table, No. 7300. Cocktail Table, No. 7303. Lamp, No. 120. Split Bamboo Draperies. Hemp Square Floor Covering.

Ficks Reed Living Room Group of Rattan Furniture Designed by Paul Laszlo

Let's make *every* home a *summer* home! One way to capture the essence of happy "vacation living" is to decorate with genuine rattan furniture and correlated accessories by Ficks Reed.

It's summer in your house all year 'round!

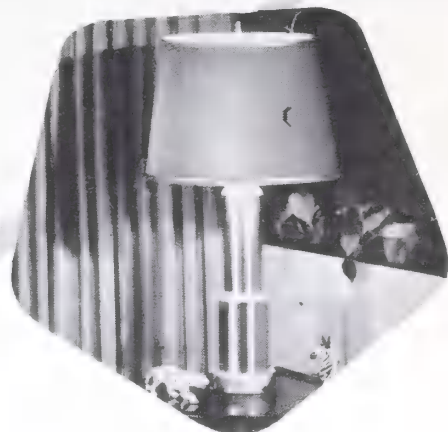
At your favorite furniture or department store or through decorators.

"Matchstick" draperies of split bamboo. Strikingly translucent (light comes through, but privacy is assured), they're dramatic accents for large window areas. Wonderful, too, as room dividers.



Ficks Reed Co.

CINCINNATI 14, OHIO



The right light! Ficks Reed has designed a group of correlated lamps in the appropriate tropical manner.

Color plays the star role in the new Waite rugs

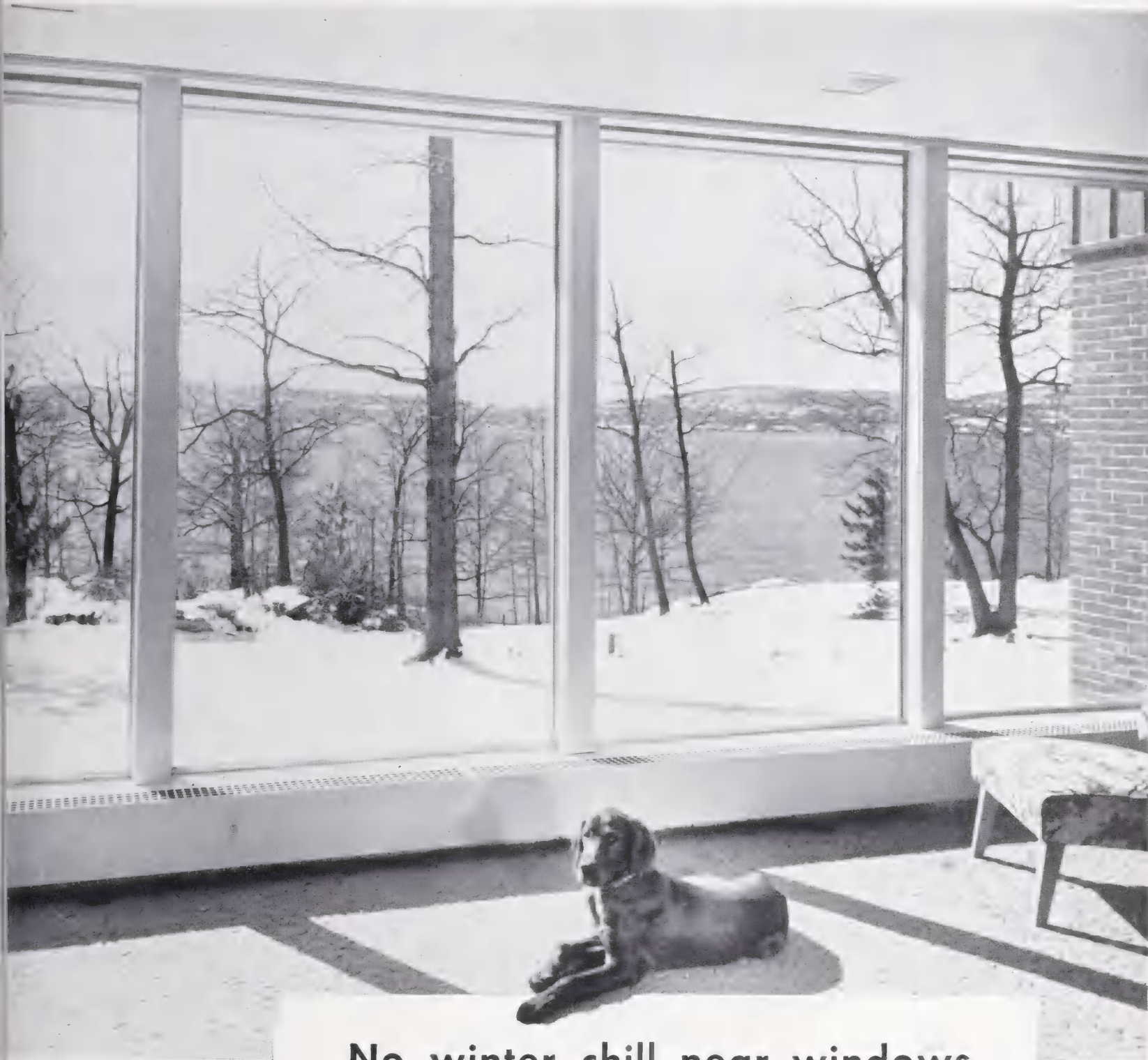
Stop in at your favorite store and ask to see the new Waite rugs. You'll find intense color, deftly blended; neutral color, artfully mingled; new block designs in one, two or many colors; new flecked textures; new accented plaids. They'll suggest new uses indoors, for modern or provincial settings. They'll suggest a pretty room... and you'll save a pretty penny.



Waite fibre rugs are brightly woven with permanent colorings. The Fawn Waite rug shown in the 9x12 ft. size is 17.95, slightly higher in the South and Far West.

Waite Carpet Co. OSHKOSH, WISCONSIN

If your store doesn't have Waite rugs, write us for the name of the store nearest you.



No winter chill near windows

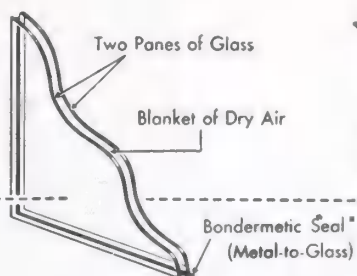
Architects:
ymour R. Joseph,
New York City

You feel no wintry draft sitting next to this window wall. It's *Thermopane** insulating glass. It has a blanket of dry air sealed between two panes. The inner pane stays warmer in winter, thus eliminating the "low-comfort zone" you get near single-glazed windows. With *Thermopane* windows, all your floor space is usable for effective groupings of furniture. *Thermopane* cuts heat

loss and saves fuel, too. And under normal humidity conditions steam doesn't collect on the warm inner pane to hide your view. You need no storm sash... *Thermopane* stays in the year 'round. In summer, its insulating air space helps keep heat out. For building economy, *Thermopane* is made in over 80 standard sizes. For details, write for our *Thermopane* book.

*®

FOR BETTER VISION SPECIFY **THERMOPANE**
MADE WITH POLISHED PLATE GLASS



Thermopane

MADE ONLY BY **LIBBEY-OWENS-FORD GLASS COMPANY**
4045 Nicholas Building, Toledo 3, Ohio

Color springs eternal — making all things fresh and new. Textron captures color . . . coordinates color . . . in a wide range of fabrics especially developed for today's practical as well as aesthetic requirements in decorating. Color-keyed in each group are florals, stripes and solids in plain, textured and sculptured weaves — presenting endless possibilities for dramatic and individual interpretations of your home, your personality, your tastes — at your price.

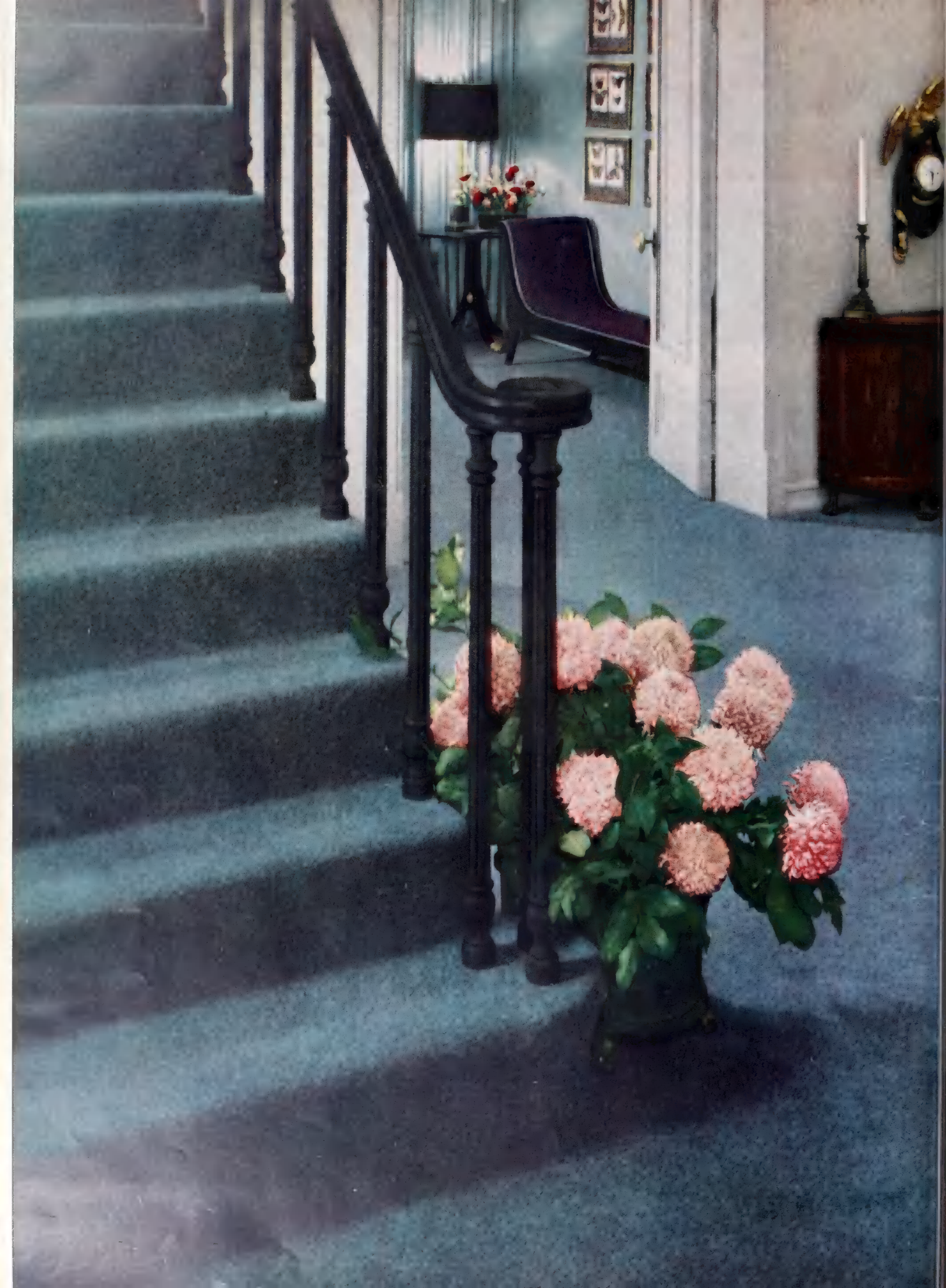
See these exciting fabrics come to life in actual room displays at the following fine stores

<i>Boston, Mass.</i>	JORDAN MARSH CO.	<i>New York, N. Y.</i>	JOHN WANAMAKER
<i>Dayton, Ohio</i>	RIKE-KUMLER CO.	<i>Pasadena, Cal.</i>	BULLOCK'S
<i>Houston, Texas</i>	FOLEY BROS., D. G. CO.	<i>Philadelphia, Pa.</i>	STRAWBRIDGE & CLOTHIER
<i>Miami, Fla.</i>	BURDINE'S	<i>Seattle, Wash.</i>	THE BON MARCHE
<i>Minneapolis, Minn.</i>	DAYTON CO.	<i>St. Louis, Mo.</i>	FAMOUS & BARR CO.
<i>Newark, N. J.</i>	L. BAMBERGER & CO.	<i>Washington, D. C.</i>	LANSBURGH & BRO.
<i>Allentown, Pa.</i>	HESS BROTHERS	<i>Huntington, W. Va.</i>	KRIEGER'S
<i>Altoona, Pa.</i>	PENN FURNITURE CO.	<i>Johnstown, Pa.</i>	OLBUM'S
<i>Ashtabula, Ohio</i>	CARLISLE ALLEN CO.	<i>Logansport, Ind.</i>	THE GOLDEN RULE
<i>Clarksburg, W. Va.</i>	PALACE FURNITURE CO.	<i>Lorain, Ohio</i>	SMITH & GERHART INC.
<i>Clayton, Mo.</i>	FAMOUS & BARR CO.	<i>Lubbock, Texas</i>	COBB'S DEPT. STORE
<i>Decatur, Ill.</i>	MILLER-O'NEILL	<i>Michigan City, Ind.</i>	CARSTENS BROS.
<i>Duluth, Minn.</i>	ENGER OLSEN FURNITURE CO.	<i>Monroe, La.</i>	MASUR BROS.
<i>Durham, N. C.</i>	R. L. BALDWIN CO., INC.	<i>Muncie, Ind.</i>	COLLEGIENNE SHOPS
<i>Elgin, Ill.</i>	JOSEPH SPIESS CO.	<i>Northgate, Wash.</i>	THE BON MARCHE
<i>Elyria, Ohio</i>	C. H. MERTHE CO.	<i>Oakland, Cal.</i>	H. C. CAPWELL CO.
<i>Eric, Pa.</i>	TRASK, PRESCOTT & RICHARDSON CO.	<i>Painesville, Ohio</i>	CARLISLE ALLEN CO.
<i>Fort Lauderdale, Fla.</i>	BURDINE'S	<i>Pimlico, Md.</i>	APEX DRAPERY CO.
<i>Fort Worth, Texas</i>	W. C. STRIPLING CO.	<i>Portland, Ore.</i>	LIPMAN, WOLFE & CO.
<i>Fremont, Ohio</i>	PAUL E. SPIELDENNER	<i>Providence, R. I.</i>	SHEPARD COMPANY
<i>Gary, Ind.</i>	H. GORDON & SONS	<i>Richmond, Va.</i>	SYDNOR & HUNDLEY
<i>Germantown, Pa.</i>	GEORGE ALLEN INC.	<i>Ruston, La.</i>	LEWIS & CO., LTD.
<i>Grand Rapids, Mich.</i>	HERPOLSCHEIMER CO.	<i>San Jose, Cal.</i>	L. HART & SON CO.
<i>Greensburg, Pa.</i>	TROUTMAN'S	<i>Springfield, Ohio</i>	ROBERT GRAY BARNITZ
<i>Harrisburg, Pa.</i>	POMEROY'S	<i>Williamsburg, Va.</i>	CASEY'S INC.
<i>Hartford, Conn.</i>	WISE, SMITH & CO.	<i>Wilmington, Del.</i>	MILLER BROTHERS
<i>Hershey, Pa.</i>	HERSHEY DEPT. STORE	<i>Winston-Salem, N. C.</i>	ANCHOR CO., INC.

TEXTRON Inc. *Drapery Fabrics Division, 350 Fifth Ave., New York 1, N. Y.*

TEXTRON





Beautiful

Beautiful

Caracul

Broadloom...

Opulent texture and heavenly color make Caracul one of the loveliest of Alexander Smith broadlooms. Its deep, thick pile is loomed of tightly curled yarns, to make a rich, resilient cushion of wool underfoot. And when you carpet with Caracul you choose from a dozen beautiful fashion colors...from subtle, greyed pastels to vibrant, deep-hued shades. See Caracul in your favorite store's Carpet Fashion Opening. It is priced, in most localities, under \$13 a square yard.

Alexander Smith

FLOOR-PLAN RUGS



BROADLOOM CARPETS



Forget about Moths

Your winter things will be safe in sturdy "Model Home" Storage Bags built with new **moth-killing** cylinder

THIS spring, put away your lovely wool suits and dresses, your husband's tweeds and overcoat—without fear of finding them moth-eaten next fall. For now you can get a new kind of garment storage bag, equipped with an automatic "death to moths" cylinder that gives all-season protection—in both jumbo and regular sizes—handsomely designed by Henry Enrich, from Goodyear Vinylfilm.

A complete set of these Model Home storage units costs only a fraction of the price of one moth-ruined garment—and they last for years! That's because Goodyear Vinylfilm is so amazingly durable. It's tough, resilient, pliant—doesn't harden, crack or split. It's sun-resistant, fume-resistant and cleans with a whisk of a damp cloth.

These handy Model Home mothproof storage bags are made of heavy-gauge, translucent Goodyear Vinylfilm with sturdy metal hanging racks, locktight zipper closures, reinforced seams and quilted trim in hunter green or wine red. Sold at all good department stores—at prices so low you can't afford to be without them!

Goodyear, General Products Division,
Akron 16, Ohio

We think you'll like "THE GREATEST STORY
EVER TOLD"—Every Sunday—ABC Network



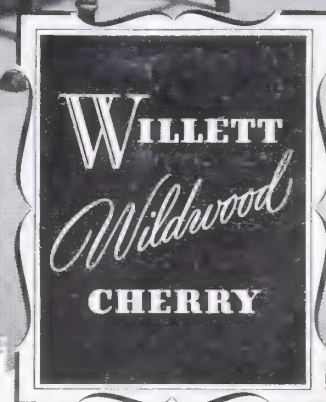
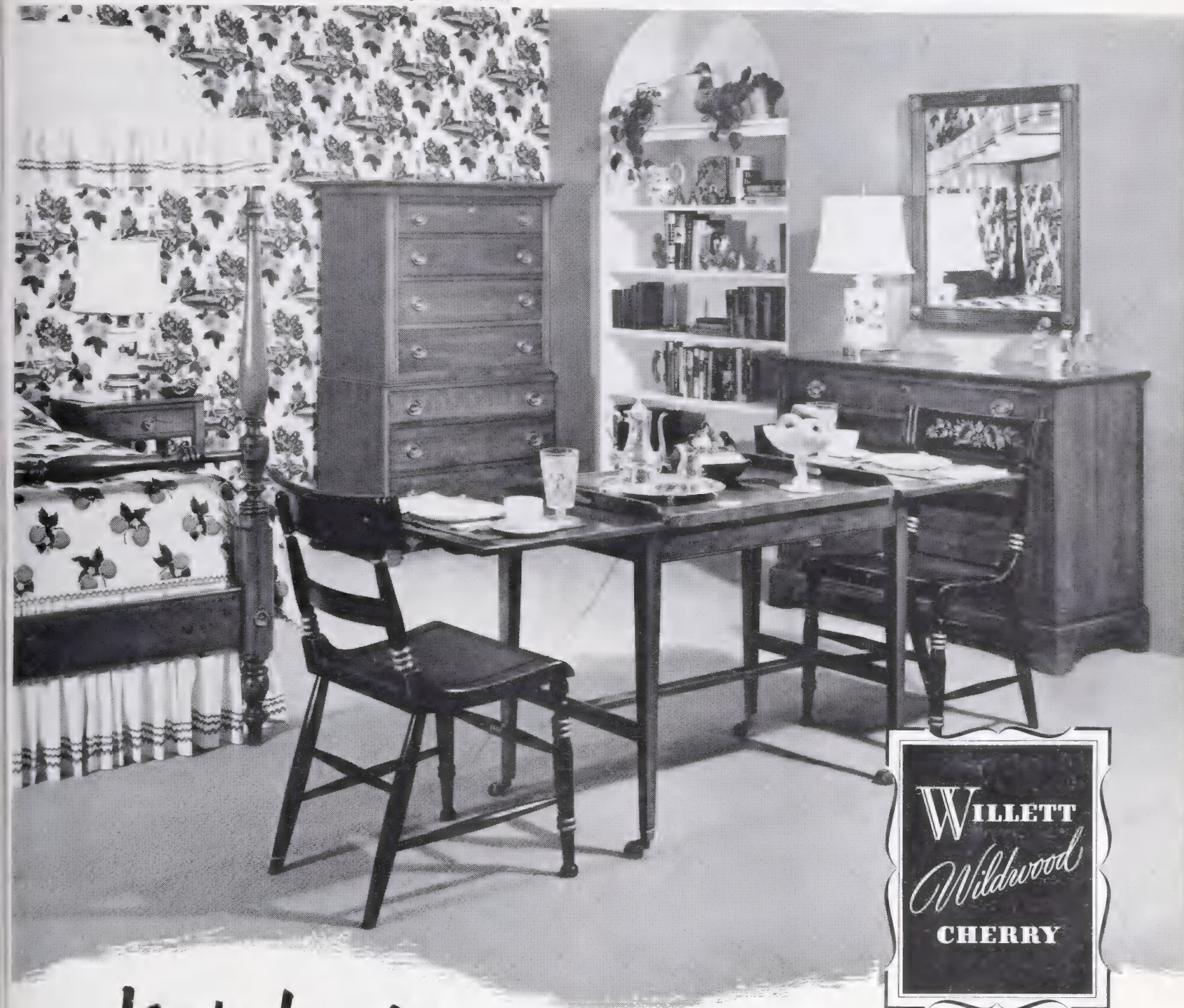
APPROXIMATE PRICES	
Jumbo long 16-garment bag	\$2.98
Regular long 8-garment bag	2.79
Jumbo suit bag	2.79
Regular suit bag	2.49
Blanket bag (no cylinder)	1.59

(Slightly higher west of Mississippi)

Look for this
Zipper-pull

HERE'S WHY IT KILLS MOTHS. Model Home Garment Bags contain a special perforated Para-tube filled with 100% paradichlorobenzene crystals. This Para-tube is sealed in a special airtight envelope, which is easily removed when bag is put in service. Paradichlorobenzene crystals kill moths, their larvae and eggs and will not stain clothes. Refill or extra Para-tubes come in two sizes and can be purchased separately at approximately 49¢ and 79¢.

Photographed at FAMOUS-BARR, St. Louis • Carpet—Cheviot in Beige by GULISTAN



first showing AFTER 150 YEARS...

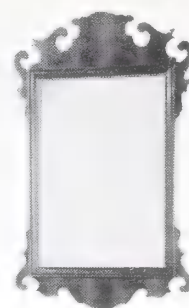
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THE ELSWICK COLLECTION

YOU'VE NEVER SEEN such mellow, warm, cherry furniture in a store before. The coloring is like the age-ripened cherry you've seen in museums. The detailing, like the scratch lines on the drawers, was originally done with hand tools by early American cabinetmakers. There are finely reeded pilasters and block feet, and drop-leaf tables with the delicate, square tapered legs of Hepplewhite design. Frederick

Elswick, eminent Architect-Antiquarian, found these originals in the heart of Mid-America. They are not typical of any region; they are All-American favorites in timeless taste. Willett brings you this great beauty for today's and all-time living at very moderate prices. The whole room, illustrated above in solid cherry wood, can be yours for approximately \$633*. Also available in OPEN STOCK at modest prices.

*America's largest maker of solid maple and cherry furniture
for living room, dining room and bedroom.*



Mirror
\$30.00



Night Stand
\$41.50



Ladies' Desk
\$80.50

* Prices F.O.B.
Louisville

CONSIDER H. WILLETT, INC., LOUISVILLE 11, KENTUCKY



An Outstanding MAILBOX

This handsome mailbox will mean as much to your landscaping as your loveliest rose bush.

Pine needles and cones or mallards wrought by hand in antiqued copper. It is lacquered, then varnished and is waterproofed.

19 inches long with a board base ready to set on a post.

Name or estate name and number if desired, on both sides.

\$22.50 prepaid

Henry W. Longfellow
Weston 93, Massachusetts
Request our catalogue showing decorative accessories for the home.



Window

Merchandise, except personalized items, may be returned for refund by firms involved. Prices subject to change. Happy Window Shopping.



WHAT'S MY NAME? The secret's out when a toddling charmer wears this permanent finish white organdy pinafore that comes ready for Mommy to embroider with her name and hem to the right length. Available, too, is a white broadcloth frock, and piqué creeper. Instructions for cross-stitching name come with each. Size one only. \$2.50 each ppd. Page & Biddle, Inc., Haverford, Pa.



BETTER FOR BITTERS.

Your bar or cocktail tray will be beautifully dressed for a party if you have this handsome optic glass bitters bottle. It's heavy and big and sparkling, and looks many times its small price. If you get a pair, you can use the other for sugar water for old fashions, or lemon juice. \$2.65 each ppd. No c.o.d.'s. Bertram Shrier, Ltd., 1147 Connecticut Ave., Washington, D. C.



HOPALONG CASSIDY. and the likeness is so spectacular that it's spooky. The rubber mask was moulded directly from Bill Boyd's own face, and all a small hero-worshiper has to do is to add a black cowboy hat and he'll have the allegiance of every cowboy, the heart of every cowgirl in the neighborhood. \$1 plus 15¢ postage, and you can order it from Sally Graye, 80 East 11th St., New York 3, N. Y.



UNDERDOGS. Most women would rather risk pneumonia than wear rubbers because the sky is threatening. But with Underdogs a lady can be vain when the sun shines, trim-footed when it rains. A purse-size red-leather case comes with a pair of sling-back rubbers, flexible enough to fit any size shoe. \$2. In tan case for men \$3. Postpaid, tax included. Bigelow, Kennard Co., 384 Boylston St., Boston, Mass.



CONNOISSEUR ASSORTMENT A Magnificent Gift

Gourmet delights for your holiday table... for your favorite hostess. Luxurious Lobster à la Newburg laced with imported Sherry... toothsome Shrimps and Rice in tangy curry sauce... tender Scallops à la Newburg with plump mushrooms... luscious Shell Fish Chowder. In 14 oz. tins. All in a blue box with silver stripes, beautifully gift wrapped for Easter giving. **\$6.50**

Huntley & Palmer Special Water Biscuits, four 9 oz. tins. **5.00**

Maison Glass' Special Assorted Salted Nuts, 2 lb. tin. **5.50**

Postpaid in U. S. A.
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maison glass

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"LOST PUP" PICTURE and NIGHT LIGHT



By day a picture. The droll clown, peering about by the light of his little lantern, is rosily embossed on warm copper with the fat pup only "lost" in the back of his baggy pantaloons!

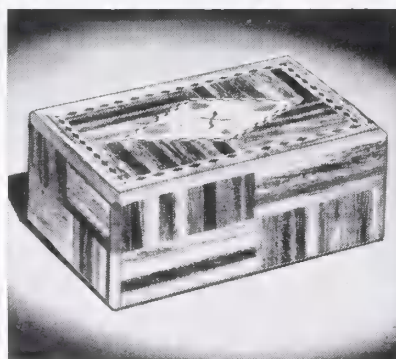
By night a light that will impart a feeling of companionship, a sleepy chuckle to the child reluctant to leave the land-of-wide-awake.

Over-all, with frame, 16 1/4" x 14 1/4"

ONLY, **\$9.95**

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It's a wonderful hideaway for anything you want to keep safe from prying eyes. For it takes 5 distinct movements (known to you alone) to open the box. And once you become adept at them you can mystify your guests time and again without their catching on to the "combination". Smooth wood, attractively decorated. Size 4x6 x2 inches deep. Sent postpaid, \$2.

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FARRIER'S KIT

Hand made of mellow brown, heavily antiqued knotty pine. 26" long, 12 3/4" wide, 29" high overall.

\$29.75

Express charges collect
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Write for booklet showing the complete line of Country House Reproductions by the Lennox Craftsmen.

The Lennox Shop
The Unusual in Gifts
and Home Decorations
Hewlett, N.Y.

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MOTORPAK. Traveling clothes-horses will bless this lightweight carrier that can be carried like a suit case, opened full length along the back seat of a car, or folded in half. Made of brown duck with zipper fastening, man's Motorpak opens to 51", holds up to 4 suits. \$11.25. Woman's opens to 53", holds 10 dresses. \$13.50. Add 50¢ post. Camalier & Buckley, 1141 Connecticut Ave., Washington, D. C.



CANASTA RECORD. When the fur starts to fly over when to declare a red three, or what the penalty is when you meld on 120 count and discover your arithmetic is backward, just turn on this record. Charles Goren, outstanding Canasta authority, gives you the rules for a 4-handed game on one side of a 10" plastic record, for 2-3-6 players on the other. \$1 ppd. Crane's, 419 E. 7th St., New York 22.



THE BARE OUTLINE of you under a hot sky will be as clean and free as a white sail; and of course the sun will kiss you a lawny topaz shade. White terry shorts have red, blue, or green monogram or first name on cuff. With bra. \$6.75. Matching cover-up zipper jacket, embroidered cross back. \$10.75. Small, medium, or large. Add 35¢ post. Franklin-Bayer, The Linen Shop, 30 N. Michigan Ave., Chicago.



IF YOU BIKE IT. in Frontier pants size 6, you're Roy Rogers on a Trigger, Tom Mix on Tony, the Lone Ranger on Silver, and your spirited charger is alert for the slightest sound that might mean *Ambush*. Pony-Bike consists of a realistically lithographed horse's head that attaches to handle bars, reins to guide him, tail that goes behind seat. With bolts. \$1.20 ppd. Block Shop, New Haven, Connecticut.



Charmingly individual table settings —

8-piece place mat sets (4 mats, 4 napkins) of linen-textured rayon and cotton in unusually lovely color combinations—grey mats with flamingo napkins, canary yellow with cinnamon brown, and char-treuse with hunter green. Initials embroidered on napkins match color of mats. All initials except I, O, Q, U, V, X, Y, Z, 3.95

Lord & Taylor — 424 Fifth Avenue, New York 18, New York



The Loveliness of Cypress

Ideal for your porch, terrace and spreading lawn. This different outdoor furniture is made of beautiful Southern Cypress by old-fashioned hand craftsmanship. Sturdy joints dovetail inset, fastened with split cypress bands. Each piece is treated with a preservative to stand all-weather conditions.

Order Littletree Cypress for graceful, beautiful, and comfortable outdoor furniture.

3 pieces— settee and 2 chairs **\$24.90**
By express add \$4. By freight add \$2.

3 pieces— coffee table, end table and footstool. **\$9.90**
By express add \$1.50. By freight add \$1.

6 pieces— includes above 2 groups and as pictured. Shipped prepaid, by freight **\$37.50**. By express **\$39.50**.

Immediate shipment. Send your check and say where to ship. Name nearest depot. For shipments West of Denver write for shipping costs.

Littletree BOX 123
Dept. HB-2, WINTER PARK, FLORIDA



Square Dance Glasses

From the House of "Tired" Glassware
It's Do-Si-Do and there will be no squares at your party if refreshments are served in these 14-oz. zombie Square Dance Glasses. Toes will start tapping when guests see the irresistible characters hand painted in 5 colors—each glass shows a different step with a 2-line rhyme that tells how. Beautifully gift boxed.

Set of 8, **\$7.50**, plus 50¢ postage.

Write for new Spring gift catalog.

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CHINESE PORCELAIN RICE BOWL & SPOON

Charm your guests by serving your soup course in real Chinese style. Or these beautiful bowls can be used as serving dishes and the spoon will serve your vegetables, mayonnaise, nuts, olives, etc. This ware is handcrafted in China by provincial artisans. Beautifully made in white porcelain with blue decorations. When you hold the pieces to the light, the tiny rice design is visible.

Bowl 4 1/2" diameter...\$1.00 Spoon...50¢
Set of 6 bowls and 6 spoons...\$8.50

ORDER BY MAIL (Post Paid)
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MURIEL DUNCAN
Studio B Haddon Heights, N. J.

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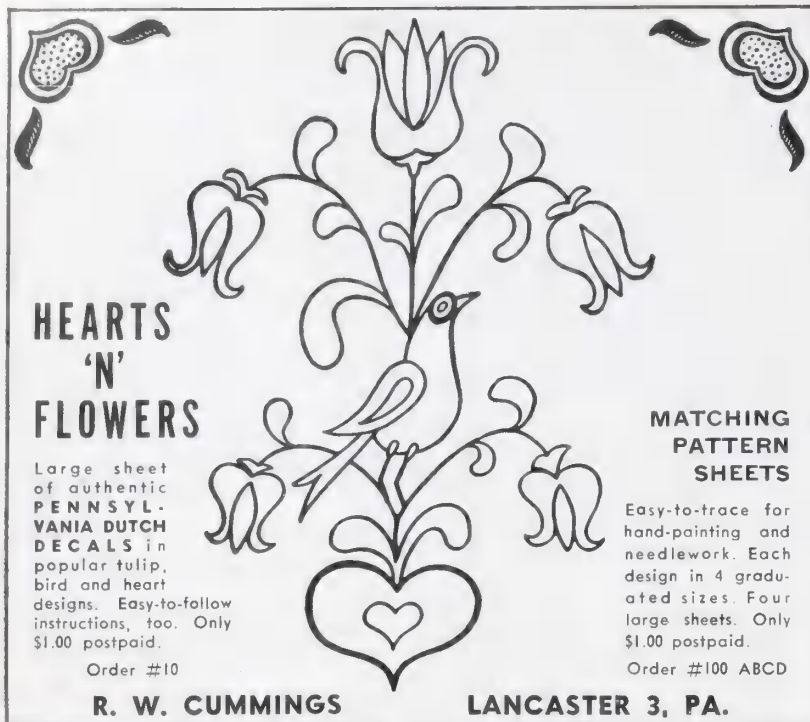


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Satisfaction guaranteed

A beautiful new toy for the little miss. Sturdy 11" x 18" basket, suspended to rock, covered with pink, blue or yellow broadcloth; choice of eyelet embroidery trim—as shown—or white permanent finish ruffled organdy. Fluffy mattress with pillow to match. Solid buffed aluminum standard 26" x 23" with snap fasteners. Check or money order.

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1578 Ambs Drive, Jackson, Mich.
Manufacturers—Tons of Distinction



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'N'
FLOWERS**

Large sheet of authentic PENNSYLVANIA DUTCH DECALS in popular tulip, bird and heart designs. Easy-to-follow instructions, too. Only \$1.00 postpaid.

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**MATCHING
PATTERN
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Easy-to-trace for hand-painting and needlework. Each design in 4 graduated sizes. Four large sheets. Only \$1.00 postpaid.

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LANCASTER 3, PA.



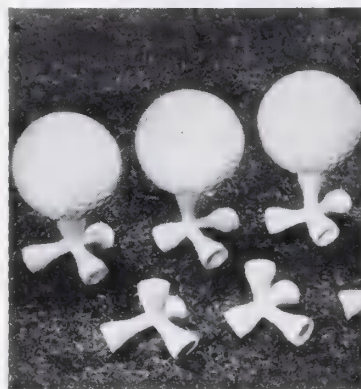
Window



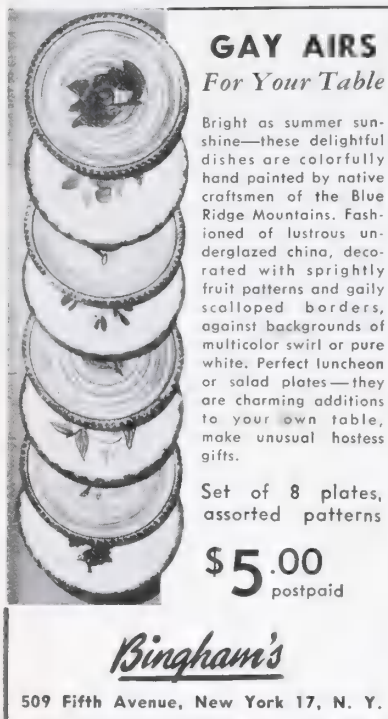
IT'S SPRING AGAIN, and in the air there's a strange and wonderful alchemy that goes to your head. And suddenly it takes the form of a straw cap, an enchanted cap that bewitches a sane man into buying violets, kissing the tip of your nose. Bound with black or navy velvet with flowers at side. Bag with hand or shoulder strap. \$5.95 each ppd. Molly Samson, 50 Madison Ave., New York 22.



THERMAL JUG. Do you like hot milk on your night table; cold orange juice for a child with sniffles; iced tea beside the tennis court or frosty martinis on the terrace? This is the new and phenomenal jug that keeps liquids hot or cold, and the scientific sorcery lies in the dead air space between the two layers of tortoise plastic. Holds 20 ounces. \$3.95 ppd. Artisan Galleries, Fort Dodge, Iowa.



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**GAY AIRS
For Your Table**

Bright as summer sunshine—these delightful dishes are colorfully hand painted by native craftsmen of the Blue Ridge Mountains. Fashioned of lustrous underglazed china, decorated with sprightly fruit patterns and gaily scalloped borders, against backgrounds of multicolor swirl or pure white. Perfect luncheon or salad plates—they are charming additions to your own table, make unusual hostess gifts.

Set of 8 plates, assorted patterns

\$5.00 postpaid

Bingham's

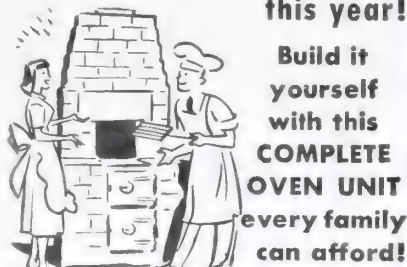
509 Fifth Avenue, New York 17, N. Y.



Charleston Box Sachets

■ Lovely China box, inspired by an heirloom piece from a Southern mansion. Ivory color background, flower design in exquisite natural colors. Contains 6 fragrant compressed sachets, to keep lingerie and linens fresh and sweet. Ideal for later use as a beautiful cigarette box, or vanity container for jewelry, etc. About 3 3/4 in. wide by 5 in. long, 1 1/2 in. high. Gift boxed—\$3.00, postpaid. Send check or money order, name and address, to OLD SOUTH PERFUMERS, 347 Fifth Ave., New York, N.Y.

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With the GROTE complete outdoor oven—it's fun—it's easy to build a rustic fireplace in your own yard! It's a year around, lifetime source of enjoyment that adds zest to your family picnics and garden parties. Constructed of weather-resistant, cast iron in four sizes to fit the needs of every family—with separate fire and ash compartments, deep fry pan, heat-retaining grill and removable barbecue screen.

WRITE FOR FREE FOLDER describing how to build your own outdoor oven

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at low cost...
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ORDER NOW . . . Only \$2.50 each postpaid. Indicate size of burner in each oil lamp (No. 1 or No. 2) or diameter of the threaded base. Include size of chimney at base also.

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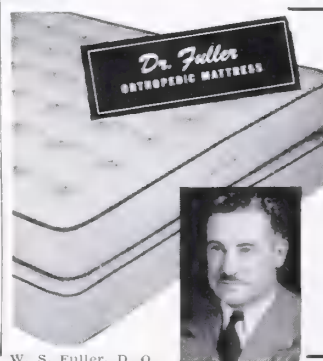
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PIE PANS, 2 for \$1.00 ppd.

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Cuts frozen foods, hard-frozen ice cream, bone—or 'most anything else you can think of! The edge is so tough it will even cut through wood and metal. And it's wonderful for slicing crusty French bread, etc. 15" long; clear-finished hardwood handle. Bright, rust-proofed blade hole for easy hanging.

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This may be the very mattress you need!

Made according to Dr. W. S. Fuller's specifications for those who need a firm mattress to keep the spine in alignment and relieve pressure on delicate nerves. Gives correct support for healthful relaxation. Recommended to those subject to backaches. For best results use with coil-matched box spring. All sizes. Finest quality. Mattress, \$55; box spring \$45. F.O.B. factory. Write today for data.

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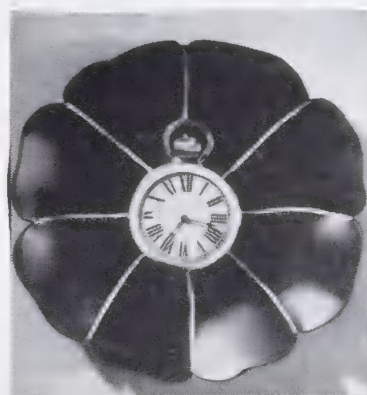
Shopping



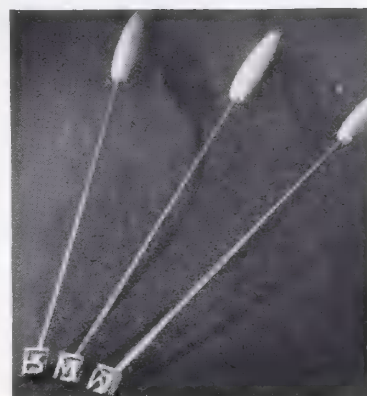
MORNING FACES. The soap-and-water halo that shines in our eyes across the breakfast table is about as lasting as a calliwig's remorse. And to repair the ravages of sniffles, Good Tumors, finger paints, and spring-me grubbiness, there's nothing like cleansing tissues. Here, then, is a white metal box for them, hand-painted with boy or girl decorations and a name. \$3.50 ppd. Edith Chapman, Nyack, N.Y.



BATHROOM CLOCK. This newcomer will bring assembly-line order into your household because with the time in view there's no excuse for your husband singing all of "South Pacific" in the shower. A black or white enameled watch hangs on a simulated tile shield that comes in black, peach, or blue. \$7.50 plus 35¢ postage. The Fitzgeralds, 545 Fifth Ave., New York 7.



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From husky St. Bernard to playful Cocker, this sturdy stake-tether will keep 'em home. Free-swinging, non-tangling Swivel allows dog full 360-degree range. Keeps dog contented, yet confined. Simply drive 16-inch all-steel rust-resistant stake into ground. Postpaid for \$1.95, cash or check. 10-ft. Chain, snaps at both ends, \$1.45. Both stake and chain only \$3.25 complete. Longer chains 10¢ per ft. additional. Usable also as a small boat tether. Order today.

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*Handy,
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**STACK
TABLES**

VERY SMART,—best asset for any party,—that's what these tables are when you entertain at cards, buffet suppers, television get-togethers (and for guest cottages, too). Stack tables hold all sorts of snacks, fold compactly for storing. In red, white, green, yellow or black—with black legs and black stand. Tops are alcohol-proof. 14" x 17", 20½" high. Set of 4 with stand. **\$14.95**

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Extra wide with 10 pinch pleats per pair for that lavish look! Rayon faille-cord in decorator colors, JADE GREEN . . . WILD CHERRY . . . TILE BLUE . . . ROSEDUST . . . BEIGE . . . CHARTREUSE . . . GREY . . . all treated against fading. 80 inches wide. Lengths: 63-inch, \$4.98; 72-inch, \$5.98; 81-inch, \$6.98; 90-inch, \$7.98. Magic slip-in hooks, 5¢ each.

Gilchrist's — Boston 2, Mass.

Please send . . . pairs "Faille-Cord" draw curtains.
Size . . . Price . . .
Color . . . Slip-in hooks at 5¢ each.

Name . . .
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Check ☐ Money Order ☐ Charge ☐
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Crystal SHU-FLY Breathes!

Look! SHU-FLY matches your finest party pumps! It's sparkling, crystal-clear Plastic—flexible and shaped like a dainty foot! Molds, fits and fills the toe to lift and hold both leather and cloth vamps—keeps all your shoes fresh, smooth, sleek as show-window beauties! Then! SHU-FLY "breathes"—to ventilate dainty insoles, dry away every chance of odor! Only SHU-FLY Trees fit closed, open or sling styles—adjust to fit all sizes from 4 to 9½! Never a "conversation piece" gift like it—new, unexpected, so wanted! SHU-FLY's 3 ounces travel with you, fly Air Lanes, unnoticed. Sturdy Plastic and Aluminum—won't rust, discolor. In Baroque Cellophane "See-thru" Gift Box.

Pair, \$1.50 • Postpaid • 3 Pairs, \$4.00

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Coffee QUICKIE**

**MAKES JUST ONE OR
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Direct heat emersion element assures extra fast percolation. Lustrous, polished aluminum with black plastic handle and scratch-proof feet.

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A. The two tier Fruit Bowl which will make a beautiful centerpiece for any bountiful table, or as a server for rolls, breadsticks, popcorn, etc. It is 15" high, 13" wide. Price \$11.50 express collect.

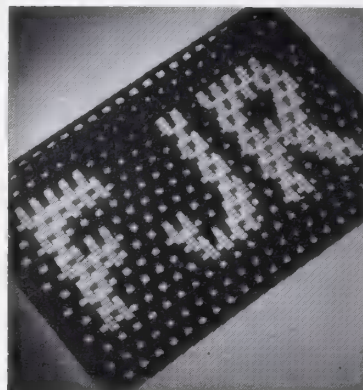
B. This Snack Tray will become a treasure you will never part with. Its uses are endless for hors d'oeuvres, sandwiches, or things you would like to serve. Beautiful for special occasions. It is 12" high, 16" wide. Price \$11.50 express collect.

All hardwood with a hand rubbed finish. Comes in four finishes rich mahogany, or cape cod (red) maple, or antiqued salem (golden brown) or natural (blonde). Fruit, food not included. (No C. O. D.'s please).

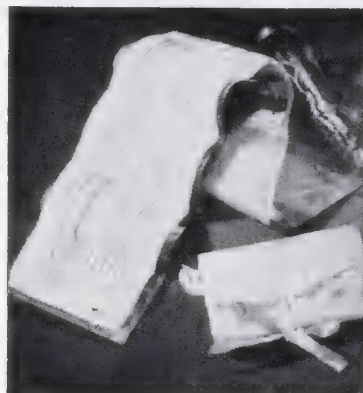
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3514 A South San Pedro St. Los Angeles 11, California



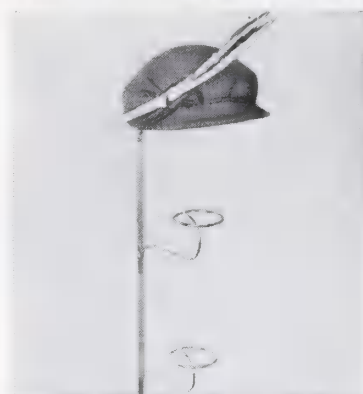
Window



WELCOME MAT. Your front entrance will do you proud, and guests will receive a warmer welcome if they scrape spring mud from their shoes on this good-looking rubber mat. It comes in black, white, green, or red, with the 3 initials worked into the pattern in a contrasting shade. 16" x 24", \$6; 20" x 30", \$9; 24" x 36", \$13; ppd. No c.o.d.'s. Allow 3 wks. deliv. Eunice Novelities, 541 Madison Ave., N. Y.



THREADED NEEDLES, twenty-six of them, each with a different color silk or cotton, are caught in one end of a red, blue, or green moiré roll. In the other is a drawstring pocket for buttons, etc. And for a Paris-bound lady, a career girl whose jaunts are confined to the local Metro, it's indispensable. In a transparent gift box. \$2.50 ppd. Robert W. Kellogg Co., 48 Hillman St., Springfield, Mass.



GLAD HATTER. The Hat Caddie will keep your bonnets bonny and your closet shelves free from clutter. A rust-proof chrome holder, the same type as used by milliners, keeps three hats in fine shape, and you'll want to install one on every clothes-closet door in the house. Don't forget the men in your family, either! \$1.95 postpaid from Block Company, 200-B N. Jefferson St., Chicago 6, Ill.

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The Rolling Pin with built-in Refrigeration

Make the tenderest, flakiest pie crusts, pastries and cookies while you save time and money with the amazing, satin aluminum Cooleroller that chills the dough as you roll it. Just unscrew one end of the roller and fill with ice cubes or cold water. Sanitary, the satin aluminum can't rust. Every housewife needs a Cooleroller.

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Eliminates danger of standing or sitting on sill. Stand inside, clean outside, goes up between windows. Perfect for use on storm sash, windows, venetian blinds. Complete with three cleaning cloths for wet or dry dusting.

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INITIAL PROTECTION

for your table is handsomely provided by this unusual trivet with its hand-pierced monogram. It's so wonderful looking that you'll hate to cover it with a casserole, coffee pot, or vase. 6" wide, in solid brass, chrome-plated, it's \$8.50 each or \$15 the pair. In sterling, \$30 each, \$55 the pair. Tax included, ppd. Underline last initial. Frank L. Danner, 101 Tremont St., Boston 8, Mass.



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For sending the favorite brownies to your daughter's dorm, directing a forgetful weekender's rubbers to their rightful hall closet, these parcel-post labels are marvelous. Printed with your name and address in red and white, they're so good looking, you'll be proud to dispatch them. 100 are just \$1 ppd. Mermod Jac-card King, St. Louis, 1, Missouri.



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SMALL, 6 1/4 x 3 1/2 inches, 7 pockets.....\$1.50
LARGE, 8 1/2 x 3 1/2 inches, 9 pockets.....\$1.50



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Miraculous! This fine-mesh Nylon Shopping Bag is so tiny it fits into a corner of your purse..... weighs only 2 ounces..... yet carries up to 100 pounds! Folds into its own neat little plastic pouch. Opens to full size 17 x 18-inch shopping bag. Available in Forest Green or Chocolate Brown.

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A burly Pirate (black patch on his eye and all) sits beside his treasure chest to form a romantic salt-and-pepper set you'll want.

Baby Birds in Nest Salts & Peppers \$1.50

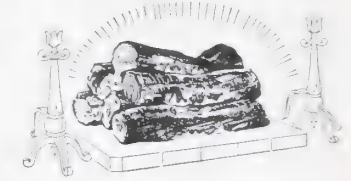
The hungry little birds pour salt from their open mouths. Nest is for pepper in this clever set.



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A truly amazing reproduction of burning oak logs, glowing and smouldering on your hearth or andirons at the touch of a switch. Hand made by craftsmen in the Belling Workshops at Enfield in the County of Middlesex, England, and personally guaranteed by

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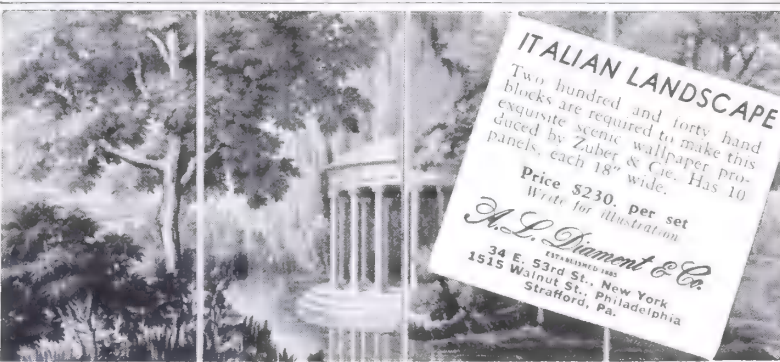
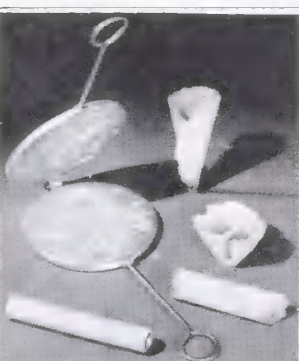
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(Continued on page 37)

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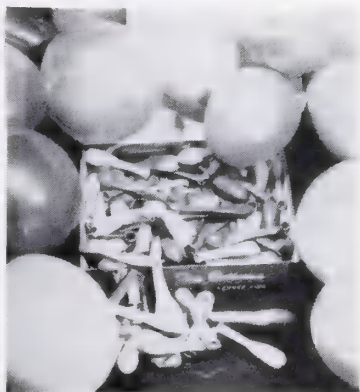
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Window Shopping

CONTINUED FROM PAGE 32

HAIR RAISERS. These balloons are chock-full of magic, and they're the only entertainment you'll need for your next party. Blow them up, whisk them lightly over your hair a few times, and they'll stick to the wall for hours. Fantastic, but true. Wonderful for children's parties or for a balloon-busting race. Package of 72 is 98¢ ppd. Walter Drake, Colorado Springs, Colorado.



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Lifetime aluminum—can't rust
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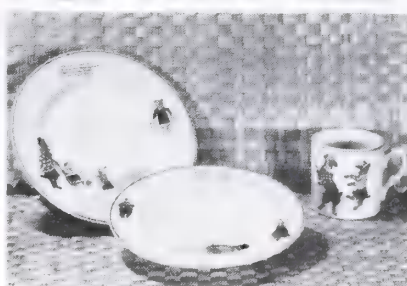
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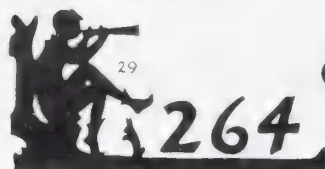
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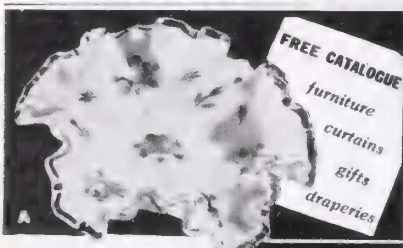
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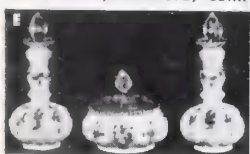
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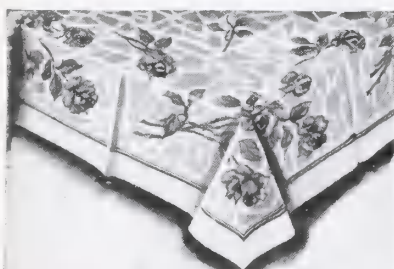
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"PERMA-KLEEN" TABLE CLOTHS

Food stains, oils, liquids wipe off with a damp cloth. Odorless plastic treatment makes cloth stain resistant. Gay rose pattern hand-printed in fast colors on white cloth. Heat resistant... will not crack, tear or peel.

Size 52" x 52", \$2.98
52" x 70", \$3.98 58" x 78", \$5.98

Trade Mark reg.

Gilchrist's

Boston 2, Mass.

Please send "Perma-Kleen" table cloths.

Size _____ Price _____

Name _____

Address _____

Check Money Order Charge

Outside Massachusetts, add 15c shipping charge.

HARD MAPLE PROFESSIONAL
CHOPPING BLOCK
AND STAND

Amazing new professional type block designed for home use. Perfect for slicing, chopping, salads, sandwiches, meats, etc. Saves knife edges, counter tops, bruised knuckles! Made of select Hard Rock Maple, 2 inches thick. Durably glued and bolted to give years of service. Reversible—two surfaces for cutting.

10" x 15" Block only... \$550 plus postage

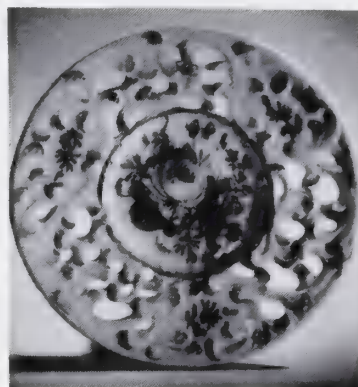
Stand for block. Handy slotted built-in section holds your knives. Handles protrude for easy reach. Natural wood. Block and stand complete... \$795 plus postage

Shipped express—no C.O.D.'s please
Money-back guarantee

NATIONAL MAIL ORDER CO. Dept. C-1
831 W. Washington Blvd., Chicago 7, Ill.



Window



ISN'T THIS A PRETTY DISH to set before a king. hang on a wall. to fill with little tea sandwiches and pass to you Canasta group? The Baroque pattern, with delicate blue flowers and open work border, is enchanting, and looks like a precious relic from your great grandmother's china closet. 8" in diameter. \$1 plus 15c post. Dennison 411 Fifth Ave., New York 16, N. Y.



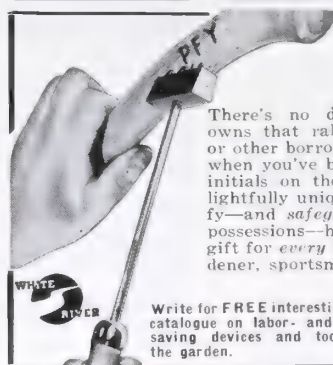
CLOTHESPIN BUCKET

There's something about the good old-fashioned pail that we love. Partly it's the nostalgic design of the firkin, partly the two dozen clothespins, and partly the orderly satisfaction in having a "filing cabinet" for the elusive washday clips. Later, you'll use the bucket for anything from mending to cookies. \$2.95, ppd. Byock & Williams, 95 Halsey St. Newark 2, N. J.



COMPLETELY BUGS.

you've been trying to work an angle with an angler, present him with this live-bait box next time he's bound for a fishing trip, and you'll turn out to be his prize catch. Made of transparent plastic in a cylindrical shape, has double doors that allow for easy putting and taking. 6" long. \$1.39 ppl. Janss, 163 Market Street, Perth Amboy, N. J.

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Show off your prized cups and saucers, proudly, safely. These stands are made of lightweight yet extremely durable plastic. They are chip-proof, tarnish-proof and can't scratch the most delicate crockery. Note the special three-ring base that holds practically every size of cup. Each stand is mounted on 4 hidden felt pads, so you can safely keep it on your finest furniture. Choice of Black Ebony or Walnut Brown color. Money back if not satisfied. Sent postpaid for only \$ L. TRENNER, 4756 Spruce St. Philadelphia, Pa.

Shopping



NOW SEE HERE! The best insurance against losing your eye glass case is to get one that you're so inordinately proud of you won't let it out of your sight. Like this one of pin morocco leather with a facsimile of your signature cut out of golden metal. In red, blue, or green. \$8.50. Same case with name or initials stamped in gold. \$4.25 ppd. Selden Cooper Shop, George Vanderbilt Hotel, Asheville, N. C.



WHEELBOWL. If spring goes to your heart as well as your head, you'll want to salute it with more than a new bonnet. So let it put its magic touch on your table, too, and fill this wheelbarrow salad bowl with a Currier & Ives arrangement of fruit, handfuls of freesia; and, of course, here's always your special tossed salad. Natural hardwood, 12" long. \$2.75 ppd. Downs & Co., 31 Salem Lane, Evanston, Ill.



PERSONALIZED T-SHIRTS That pint-sized roughnecks will wear with chesty pride, come with their first names splashed in red letters across the front. Made of white carded cotton knit, they're equally popular with a tag-a-long little sister and come in sizes two to twelve. (Sizes correspond to ages.) Name is permanently imprinted and they're just \$1 ppd. Miles Kimball, 33 Algoma Blvd., Oshkosh, Wisc.



CLEANS & SHINES BETWEEN THE TINES

New POLISHADE designed for fork prongs, this scientifically molded neoprene polishing block can be used with equal efficiency to clean and polish in a fraction of the usual time all silverware and other household metal, no matter how ornate. No polishing cloths needed. May be used with any liquid, powder or cream silver polish—and actually improves with use! Simple directions are included. No C.O.D.'s, please.

\$1.00 prepaid
SEAGER & SEAGER

PO Box 150-Z Glendale 5, Calif.



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Never again need you tussle with a charred, baked-on oven mess! Non-Overflow Pie Pans have grooved rims to catch the juices that bubble over the edge of the pie. Foolproof with the ooziest berry pie," says a leading magazine. Aluminum, bake standard 9" pie. Works-savers in your own kitchen—and useful, appreciated gifts.

postpaid prices (to you address)

2 for \$1.00
4 for \$1.85... 12 for \$5.00

Walter Drake

NOTE: These pans are made of heavy aluminum and should not be confused with cheap, light pans now on the market.

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Send check or money order. Shipped F.O.B. Birmingham.

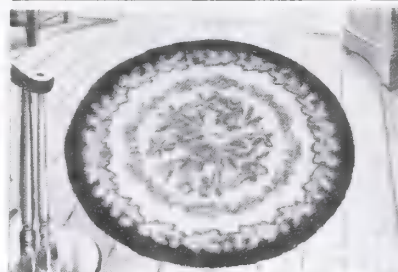
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stand only

Box, \$5. Both for \$16.50

Also Adjustable Railings and Window Guards. Write

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Birmingham 4, Ala.



THIS rug will do wonderful things for your entrance hall, your bedroom hearth or the landing of a stairway and it has an heirloom destiny!

Hand hooked of 100% pure virgin wool; the blue and rose flowers on a champagne ground are banded in green, blue, black or brown. Each rug carries a tag signed by the maker.

30" wide \$17.95 Postpaid

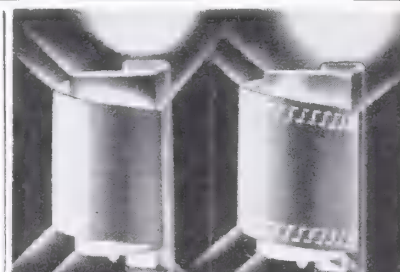
36" " 24.95 "

48" " 42.95 "

State size and band desired with check or money order. Sorry No C.O.D.'s Satisfaction guaranteed.

PINE TREE RUGS

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With or without decorative perforations

Please specify which shade when ordering

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SAME LAMP—COPPER OR BRASS PLATED

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is your one sure measure of satisfaction.
And, good taste is the governing tradition...

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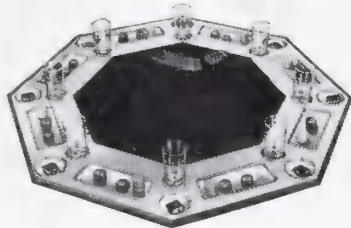
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JOHN A. COLBY & SONS

POK-R-TOP



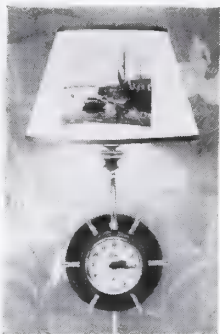
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Your Card Table!

Poker side fully equipped with 8 sets sunken gold bronze metal chip trays, ash receptacles, glass wells. Smooth vinyl plastic finished surface. Alcohol-proof. Stain-proof. Scuff-resistant. Washable. Forest Green and Ivory colors. Light weight laminated wood fibre material—46" wide by 3/8" thick. Rigid wood framing. Re-enforced taped edges. Smooth Canasta side gives ample room for melding. Only \$14.95 Express Collect. No C.O.D.'s. Shipping weight 24 lbs.

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bearing the solid mahogany seal of approval

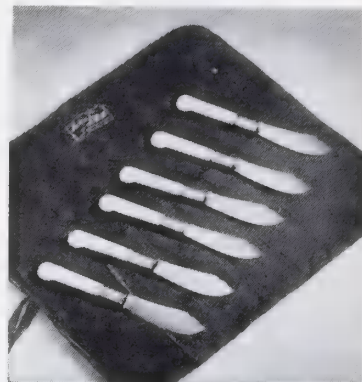
For your own fireside, for that gift with the delightful touch... this solid mahogany footstool covered with petit point tapestry in a beige enhanced by delicate embroidered flowers. Only old Cape Cod craftsmanship can give you such charm and quality at this low price... can make a perfect oval footstool 16 1/2" long and 13 3/4" wide. Also available in muslin—\$9.45. **\$9.95**

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Window



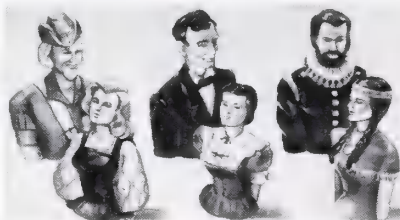
PEARL HANDLES in the distinguished pistol shape, stainless steel scimitar blades, and sterling silver ferrules make these hors d'oeuvre knives a worthy addition to your most beautiful flatware. Imported from Sheffield, England, they are wrapped in a moire-covered tarnish-proof flannel case. \$15 for 6 including tax and postage. Order them from House of LeWitt, LeWitt Building, New Britain, Conn.



RAINBOW DIAPERS in six soft lollipop colors are what the best-dressed Bottoms-Up crowd will be wearing this spring. They'd made by Curity, so you can be sure they're worthy of being pinned around Fatso's middle, and even if he doesn't show them the proper respect you'll have the consolation of having the gayest clothesline in town. \$2.50 for 6, ppd. Saks Fifth Avenue, New York 22, N. Y.



HOMEMADE DONUTS. Even we can manage these, and we're still drunk with the applause from the breakfast table. A red and white plastic cylinder holds enough batter to make 24 donuts and the plunger releases them one at a time. All rolling, cutting and forming are eliminated, and you even get tested Donut recipes with it! 98¢ ppd. Bancroft's Bancroft Bldg., 2433 S. Indiana Ave., Chicago 16, Ill.



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Collectors are raving about the realistic figures in the FAMOUS LOVERS SERIES (first 3 shown): Robin Hood-Maid Marian; Abe Lincoln-Ann Rutledge; Pocahontas-John Rolfe. Sculpture by noted Don Winton of Pasadena. Love Life Story with each \$3 pair ppd.

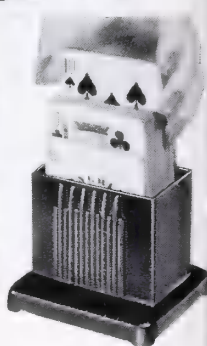
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Hand-painted. 4"



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Canasta CARD SHUFFLER



It's easy. Simply place double deck in "Shuffle-Cut"... Pack divides at two levels... remove upper tier of cards... then lower... repeat as desired.

"Shuffle-Cut" comes to you in sturdy black satin plastic Tenite. Holds any size Canasta or double deck.

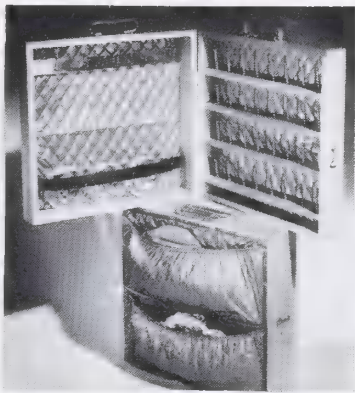
SEND \$1.00

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Shopping



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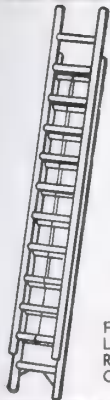
BRASS RINGS that bring the cordial charm of merrie England to your entrance hall, the warmth of a turf fire, to a panelled library, are made of solid antique brass. One pictures three Britons downing tankards of ale in the village pub, the other shows a gallant vessel riding the waves. 6 1/2" wide, the pair is \$3 ppd. Jenifer House, New Marlboro Stage, Great Barrington, Mass.



NOTE WORTHY for your bar or rumpus room is this wall plaque featuring a zany musician fingering the ivories in fortissimo, while his eye scans the wall for "The Lost Chord." Send one as a not-so-subtle spoof to your favorite long-hair. The three pieces, 8" x 8 1/2" over-all plaque, note, and chord are \$2.25. Postpaid from Leister Game Company, 26-28 N. Erie St., Toledo 2, Ohio.



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Fully Equipped with Spring
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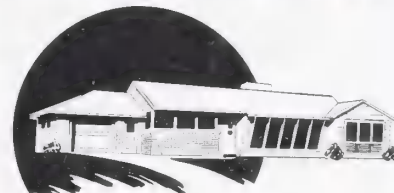
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protection against hot pots and
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POST AND LANTERN . . . \$23.95

LANTERN ALONE . . . \$12.95

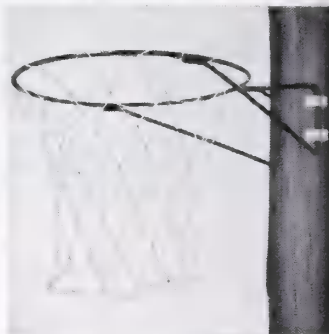
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OFFICIAL SIZE



Outdoor Basketball is taking the country
by storm with boys and girls. Make them
happy with this strong 18" welded and
painted all steel RING with handmade
NET and sturdy CLAMPS. Specially de-
signed to be used on poles, trees, corners
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New Rubber-Covered OUTDOOR Basket-
ball. No laces, stitches. Won't waterlog.
This is an approved model. \$6.95, Postpaid.
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STEEL'S SPORT CENTER,

Lansdale,
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Shopping



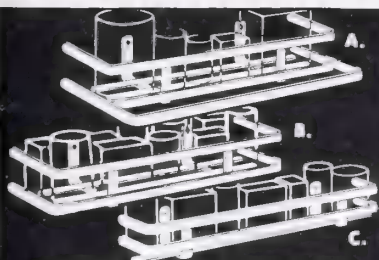
WELCOME A BABY with a gift that is as engaging as his own smallness, as fitting as his mother's pride. It's a 14k gold St. Christopher medal, not quite as big as a dime; and with it hung around his baby neck, and later, attached to his gentleman's key chain, his journeys will always be safe ones. \$5 without chain. Ppd. Engraving is 15¢ a letter. Black Starr & Gorham, Fifth Ave. at 48th St., New York.



DOG DAZE, that's what your chesty pooch will be in, blinded by his own splendor in this flame-red harness. Made of topgrain cowhide, stitched in white nylon and studded with red, blue, or green stones, it has his name on the plate. Take body girth at forelegs with string. Send string and dog's name. \$3.50. 5-ft. matching leash. \$1.50. Ppd. Curtis Creations, Dept. H-3, Genesee-Hopper Bldg., Utica, N. Y.



GRACE MATS. Not only are these "throw-away" place mats delightfully decorative, but they may be instrumental in reviving the lovely ritual of saying grace before meals. The twenty mats, made of treated paper, are colorfully printed with an assortment of graces, and the set is \$1.25 postpaid. Green Jade Tree, 10 Sanford St., Fairfield, Conn.



Utility Shelves, Spice Racks for spices, cleansers, canned goods. Heavy gauge steel, chrome plated TriDees are easily mounted on wood or metal walls, inside cupboard doors, above sink, etc.

- A. Utility shelf with towel rack 12" x 4" x 2" \$1.50
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- D. Vertical lid holder 12 1/4" x 4 1/2" x 6" 1.69

HOUSE OF WARREN, Dept. H.B. 789 S. Warren Ave. Columbus 4, Ohio

Shipped postpaid. Send cash with order. C.O.D.'s — You pay postage and charges.



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Eyes Right on Beach or Board

Terry Short Snorter

At home or wherever there's fun. This shortie coat in white only. Embroidered monogram in red, blue or green. 12-20.

\$12.50 monogrammed.

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At last! Terry cloth shirts. Ideal 'neath sun or sail. White only, monogram embroidered in red, blue or green. 12-20.

\$8.95 monogrammed.

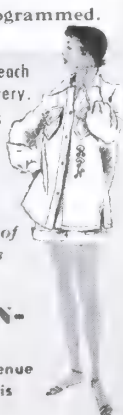


Add 25¢ P.P. ins. each. Allow 2 weeks delivery. Sorry, no C.O.D.'s

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Plantation Comfort Group

GLIDER DIVAN
LOUNGE CHAIR
CANARY YELLOW
LIME GREEN
with white frames
GLIDER CHAIR

Old-fashioned Comfort... plus modern beauty! In lifetime, resilient STEEL!

ALL 3 PIECES FOR **\$34.50**

No wonder we've shipped so many of these outdoor sets... to almost every state in the Union. For a tiny \$34.50 you get a fine, big 62-inch Glider, a matching Glider Chair, plus springy Lounge Chair. The whole works comes packed in a single carton; weighs 173 lbs. (Freight charges extra.) Order today!

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Serving the South for Over 35 Years



New! TABLE MODEL

"Handy-Andy" IRONING BOARD

- For Home
- For Travel
- For College
- For Hotel
- For Trailer
- For Apartment

Everyone can use one. Can be placed anywhere and is always ready for large or small ironings, quick pressings. Rubber no-scratch feet on aluminum legs. Rigid, sturdy, lightweight. When open stands 4 inches high, 30 inches long, 12 inches wide. Folds compactly requiring only 2 inches of storage space. Built to last a lifetime.

With reversible cover and fireproof pad **\$2.95** Complete

Postage Prepaid Money-Back Guarantee No C.O.D.'s

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Ridin' High

A boy's dream come true... wonderful for your room, too. In swanky suede-text cotton. Easy to launder and an ironing.



An original I. Davis design in yellow, beige, green, dusty rose, blue and white... all with brown or self trim. Specify color.

Single Size \$12.50
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Draperies (pr.) 10.95

check or M.O. sorry — C.O.D.'s

I. DAVIS

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Clematis Leaf

Hors d'Ouvre Server

Every once in a while we find something so pure in design, so satisfactory in fulfilling its purpose, that we are extraordinarily proud to present it to you. This beautiful silvery leaf, wrought of hand-burnished metal, gives great distinction to cocktail peanuts, stuffed celery, jumbo olives. The modern twisted handle is superb. Designed by Royal Hickman, it's 15 1/2" long.

\$10.50 postpaid
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Paint Your Own!

Paint figurines and other objects in colors you like. With our kit they'll need no firing to turn out with a high, professional-looking glaze over gorgeous colors. Match your room or paint them for gifts. Kit includes paints, glaze, brushes, two plaques and 3 objects to paint, for just \$5.00 postpaid.

No C.O.D.'s please

EDITH CHAPMAN

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Luxuries you want at prices you'll pay

A. Ideal for informal entertaining, intimate apartment dining, snacks, buffet or bar, this all purpose drop leaf hostess cart with convenient drawer for silver and linen, is an absolute necessity for gracious entertaining. Slide out the glass shelf and it becomes a handy tray. 26 in. high, 28x18 in. top, 28x35½ in. with leaves up, 2 in. rubber tired casters. Top, leaves, drawer front and bottom made of selected mahogany veneer, beautifully finished. Mahogany finish \$36.50. Blond, \$39.50.

B. TELOSTAND lets you doodle or take serious notes easily and conveniently without having to hold paper down with your elbow. Attractive plastic cover fits snugly over standard home or office phone. In black, maroon or ivory with ample supply of paper, only \$2.98.

C. What woman hasn't looked for a lamp value like this! Strikingly beautiful in a gleaming silver finish, it's a refreshing addition to any color scheme. The distinctive green and white or red and white decorator stripe parchment shade blends harmoniously with all furniture styles. 28-3/4 in. high, only \$16.95. Pr. \$32.50. Or choose it in natural shantung over parchment, top and bottom edged in braided green, for \$17.95. Pr. \$34.50.

All items delivered free anywhere in U.S.A.

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THE FURNITURE SHOP

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Write today for free illustrated catalog.



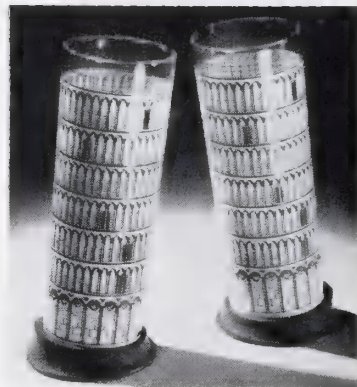
Window Shopping



SERVING-TABLE CHEST is handsomely filled with a 68-piece service for eight in Tudor Plate. In between meals, the chest and pedestal will double as radio table or serving stand. Service includes teaspoons, soup spoons, knives, forks, salad forks, iced tea spoons, butter spreaders, butter knife, sugar spoon, 2 serving spoons. \$49.95 exp. coll. Barr's Jewelers, 1112-14 Chestnut St., Philadelphia, Pa.



BOW CATCHER, and you will really have caught something when you get this overwhelmingly lavish assortment of ribbon. There are all kinds, colors, and sizes so you can tie up a bonny child's hair with a different one every day, or make the smallest gift look gala. Specify whether for hair ribbons or gift packages. 150 yds. for \$2, 300 yds. for \$3 ppd. Green Gable Gifts, 394 Lenox Ave., New York 27, N. Y.



PISA'S TIRED. A new member of the "tired" family of glassware is a replica of the famed Italian Leaning Tower. Fired in brown on an ivory background, it rests in a green rubber tilted coaster, lists at a slightly tipsy angle (glass is perpendicular). Grand beer or iced tea tumbler, it holds 14 ounces. \$1 each with coaster, plus 25¢ post. Klepa Arts, 8413½ W. Third St., Hollywood, California.

(Continued on page 49)



My Old Fashioned MILKING STOOL

My real hand-made Milking Stool—of clean cedar and pine in their natural finish—is unique, practical and long-lasting. Gives your fireplace a real homey look. Perfect for use on porch, patio, lawn . . . dandy for cook-outs or the beach. Youngsters love it. Makes a fine gift, too. Strong and rugged. 11" high, 9¼" top. Only \$2.95 or 2 for \$5.75. Postpaid. No C. O. D.'s please.

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Makes Eating Fun for CHILDREN ... personalized pottery



Complete 4 Piece Set **\$5.00** Prepaid in United States

Colorful, durable dinner and butter plates, mug, bowl. Child's first name baked into all pieces. Special design for boy or girl. Enthusiastic letters from pleased customers received daily. Ideal birthday or occasional gift that pleases parents and child. Satisfaction guaranteed. Prompt delivery. This original-design, fine pottery sold only through mail order by us. Send child's name and sex, with check or money order to

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\$2 Children's TV Chair \$2

Mother — Save wear and tear on your furniture

- Lightweight, folding chair—also use in rumpus room, lawn, beach.
- Sturdy construction of oak, with green drill cloth.
- Child's name on back.
- All colors waterproof & fast.

A CUTE PRACTICAL GIFT!

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RE-PAD OUTDOOR FURNITURE



Rejuvenate your old chaise longue pads with PAD-A-PADS, the new tufted, cotton-filled, army duck covers that slip right over standard pads for chaise, swing, glider or cot . . . Elastic bands and ties give tailored affect . . . PAD-A-PADS are filled with six pounds of cotton . . . Vat-dyed, water-repellent and mildew-proof . . . Blue, green, yellow, rust or red . . . \$7.45

If new chaise longue pads are needed, standard 24x74 army duck pads available . . . 16 pounds of cotton filling . . . Same colors \$10.95

No C. O. D.'s, please. Write for catalog showing pattern and beach pads, office chair covers, pillows, swing canopies, etc.

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OF CALIFORNIA

P.O. BOX 4977, FLORENCE STATION
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BOTTLE BITER

(The Bottle Opener with a Leer)

All metal life-size dentures (in natural color), guaranteed to bite off bottle caps quickly and easily. The illusion is startling enough to make Grandpa snap his teeth—just to be sure he's got them. Giftboxed, complete with 3 "gum" colored wall screws. **\$1.95** (Postpaid, No C.O.D.s)

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the GAME ROOM

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Trash Disposal Unit Burns Refuse Safely



- A new type outdoor dispose-all unit safely and quickly burns garbage and trash in any weather.

All refuse, damp, green or dry is fully consumed. Scientific draft design completely eliminates fire hazard of flying ash, sparks, burning, blowing bits of paper. Intense combustion removes neighbor-annoying nuisance of flying scraps, smoke, smell. Sturdily built to last for years. Nothing to get out of order. Needs no watching. Will not blow over. Will not destroy grass or shrubs. Ends refuse hauling and fire hazards to quickly pay for itself. Measures 23" square at base by 40" high. Weighs 23 lbs. Over 2 bu. capacity. Recommended by Bureaus of Fire Prevention. Full price \$9.95—nothing else to buy. Sent F.O.B. Cleveland. Money back guarantee. Send check, cash, or money order to:

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DRESS BY CELI CHAPMAN

The charm of New England's coastline captured by Strahan in this magnificent five panel hand-printed wallpaper.

Quite in the current vogue for scenes, "A Bit of New England" adds depth of perspective, spaciousness and beauty to your home. Reminiscent of the romantic clipper ship days this scenic gives the

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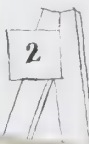
April 17 to 27—at your favorite store.

Look particularly for these Firth Carpets.



1. FIRTH'S Wooturf Broadloom (#422). All wool, very high pile, boucle twisted yarn. Heavily backed. Cleans and vacuums easily. About \$11.95 a sq. yd.

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women with a sense of style prefer

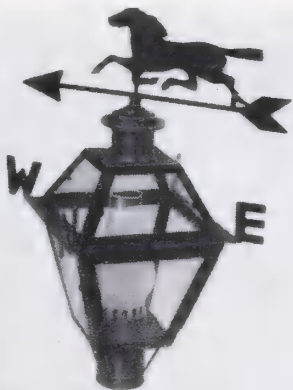


FIRTH

WOMEN WITH A SENSE
OF STYLE PREFER FIRTH

Window Shopping

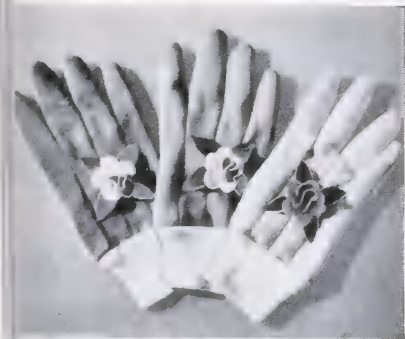
ALL IN VANE. For the first time, you can combine those two country house favorites: the post lantern and the weather vane. Called Pol-O-Glo, it is beautifully constructed of heavy copper, with brass mountings, and the weather vane has ball bearing action. Finished in antique black, wired for immediate installation, it's 22" high, 9½" wide, \$19.95 ppd. Breck's, 39 Breck Bldg., Boston 10, Mass.



THIS IS THE LIFE! Even our shower-mad husband is beginning to understand the lure of a tub with these delicious bath pillows. They're made of shredded latex foam rubber, covered with Kleintert's air quilt rubber, and they attach to the tub with suction cups. Head Rest, \$2.98. Back Rest, \$3.25. Blue, pink, or white. Add post. Hammacher Schlemmer, 145 E. 57th St., New York.



ITALIAN WINE CARAFE. With spaghetti dinners, the Chianti has place of honor on the table. And if you serve it in this bottle, you'll suddenly remember a small café with red-checked tablecloths, and an organ grinder serenading you and a very young man on a spring night in another lifetime. With raffia jacket, pouring spout, and pocket for ice, it holds a quart, \$3.25 ppd. Charm Creations, 2 East 23rd St., N. Y.



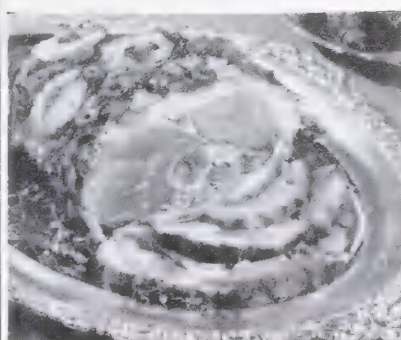
GARDEN MITTS

As bright and trim as the daintiest, dew-covered blossoms in your garden. Snuggly Jersey mitts in cadet size for women. Bright red, yellow, green, or blue with felt flowers and leaves in contrasting colors. Or the garden... as fireplace gloves... or carry a pair in the car for driving. Their smart originality make them welcome gifts. Send M.O. or check. Sent postpaid the day order received. **\$1.25** Pair



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Straight from the heart of Little Dixie. Hams so juicy, so fork-tender and tasty. Easter guests will say "unmatched for flavor." You'll wonder how we do it. The secret's in the smoking. Old Missouri Hams are smoked SLOWLY over genuine shell-bark hickory embers according to a special process of our own. (Order Old Missouri Hams specially prepared to your taste... light, medium or heavily flavored). Only the finest hams are selected to wear the Old Missouri label... that's why there aren't always enough to go around. So order yours today. \$1.39 per lb. ppd. Weight approx. 12 to 18 lbs. Recipe booklet included. Specify size and smoke desired. Send \$5 deposit, check or money order for all Easter hams ordered.

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Dept. E-3, South St. Joseph, Mo.

the pick of
the NEW CATCH...



JORDAN'S famous

ROCKY COAST LOBSTER

Just in! It's fancy lobster plucked from famous lobstering waters of the North Atlantic. What magnificent lobster in glorious chunks of tender, solid white meat. A treat supreme served in salads, a la Newburg, as hors d'oeuvres. A famous old New England recipe on each tin. Stock up today!

3 GIANT \$4.95
12-OZ. TINS

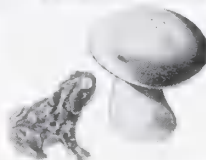
6 GIANT \$9.75
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JORDAN MARSH COMPANY

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FOOD SHOP Dept. 189, Street Floor Annex — JORDAN MARSH COMPANY, Boston 7, Mass.

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Beautiful Glazed Ceramics



FROG & Toadstool
\$1 pair ppd.

BUNNY & CHICK LOVERS

\$1 pair ppd.



FLIRTING WHALES
\$1 pair ppd.



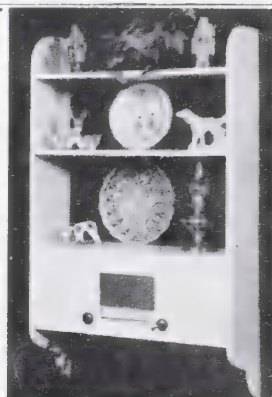
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Ready to hang in your kitchen, gameroom, sun-parlor or breakfast nook! Has built-in 5 tube AC or DC Emerson radio. Handsomely crafted of selected woods with heavy lacquer finish for life-time beauty. Truly noteworthy value.

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Has New French Fry Cutter! THE FAMOUS SALADMASTER

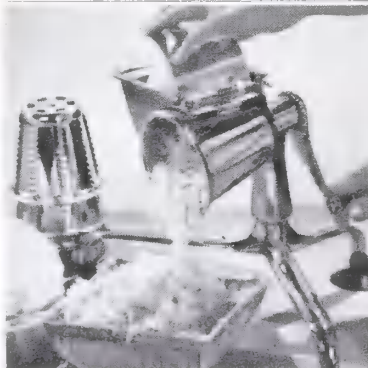
The Most Revolutionary and Practical Utensil Ever Designed

\$24.95 Plus State Sales Tax Where Required

The one and only Saladmaster—thousands in use from Coast to Coast! (HOP, PEELS, WAFFLES, SLICES, CRUMBS, SHREDS, STRINGS, GRATES! Over 200 uses. Easy to use—Easy to clean. Chrome plated finish! UNCONDITIONALLY GUARANTEED FOR 10 YEARS! Complete with 5 cones including French Fry Cutter, recipes and complete instructions.

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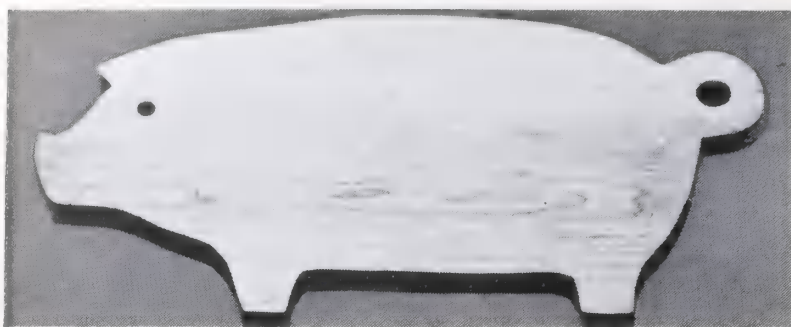
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Graceful metal grilles, originally designed for modern Florida homes, will make your doorways beautiful. These inexpensive grilles are light in weight, easy to install with a screwdriver, and add great strength to your door. Your satisfaction guaranteed. Free illustrated folder shows many designs, low prices. Write today.

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Solid Maple "PIGGY" BOARDS

For Bread, Sandwiches, Cheese,
Hors d'Oeuvres and Countless Other Uses

● Of finest grade solid Maple 3/4 in. thick and 15 1/2 in. long. Colored edges and eye. Wood is beautifully grained and free from knots. Sanded satin smooth. Kiln dried by piano men to piano action standards, therefore *guaranteed not to warp*. Ideal for gifts, bridge prizes, shower presents, etc. Individually boxed. Money refunded if not satisfied.

Specify red, blue, green or yellow edge if you have a preference.

\$1.95

EACH POSTPAID

3 for \$5.00

No C. O. D.'s please

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Sale! Two CHAIRS!



Choice of
Lettuce
GREEN

Canary
YELLOW

you REALLY SAVE!

Not just one, but BOTH of these form-fitting, enduring metal chairs... For a low \$11.95 price! Choice of green or yellow, with white frame. Easy luxury for your porch or lawn! Two chairs weigh 40 lbs. Complete in carton. (Freight extra)

MYERS-DICKSON • Atlanta, Georgia



ALL PLASTIC TOILET SEAT

Guaranteed against chipping, cracking, staining, breaking! Choose beautiful marbled black, peach, green, blue, rose, yellow... also plain white. The perfect seat at the plus-perfect price! Usually \$6.95.

\$3.99

Gilchrist's

Boston 2, Mass.

Please send _____ plastic toilet seats at \$3.99 each.

Color _____ 2nd color _____

Name _____

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Check Money Order Charge, No C.O.D.'s

Outside Massachusetts, add 25¢ shipping charge.

SWIRL-O-MATIC WASHES YOUR CAR FASTER EASIER



Just hold...
**Revolving brush
does the work**

ONLY
\$6.95
PREPAID

Simply attach SWIRL-O-MATIC to any garden hose... the amazing turbine-action quickly cleans, gives car a gleaming finish. Works on high or low pressure.

- Rinses as it cleans! No streaking!
- No rubbing, scrubbing, wiping!
- Also washes windows, boats, sidings, etc.
- Easy to use... weighs less than 1 lb.
- Guaranteed! Economical!
- Free! Special washing detergent included for really dirty jobs. If not too dirty, plain water does the job beautifully.

SPRING CLEANING! Get ready—order SWIRL-O-MATIC now to clean up and store storm windows, clean screens, windows, etc. Order 3 ft. extension ideal for this purpose. \$2.50 extra (Prepaid).

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to Evergreens,
Shrubs, Flowers,
Vegetables, etc.

Amazing Liquid Chaperone keeps dogs, other animals away from gardens, garbage pails, etc. Easy to use—just spray on. Works like magic! You don't smell it—dogs can't stand it and keep their distance.

Harmless to you, your pets and your plants. Each spraying lasts up to 3 weeks, rain or shine. A little goes a long way. 8-oz bottle Liquid Chaperone, only \$1. For Bigger Savings: Qt. \$2—Gal. \$8. To keep dogs off furniture, etc., use Powder Chaperone, also \$1.

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Same terms and Money-Back Guarantee on all three "Chaperones".

Sudbury Lab., Box 165, S. Sudbury, Mass.



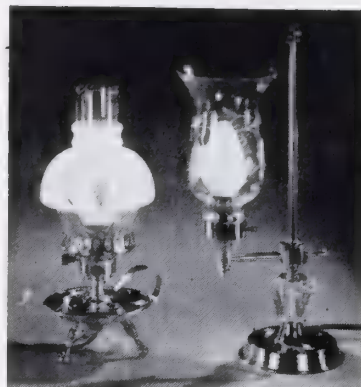
SEND NO MONEY

Order Liquid Chaperone \$1 C.O.D. plus postage (or send \$1 bill at our risk and we'll pay postage).

**LIQUID
Chaperone**



Window



LOVE AT FIRST LIGHT

Two of the brightest bargain babies we've found in 1950 are these polished brass chimney lamps. For guest room dressing table or hall, choose the candlestick saucer base with frosted chimney, 12" high, \$3.25 each; \$5.95 a pair. For console table or spinet piano, the 15" student-type lamp is \$4.95 each, \$8.95 pr. Ppd. Arthur's of Plainfield 178 E. Front St., Plainfield, N. J.



NO BUTTS ABOUT IT.

this is the neatest pocket ash tray that ever came to a fair lady's rescue in bed, train, hospital, or waiting room. Shaped like a tiny silent butler, it is gold plated and decorated with a match on the cover. Or, if you've ever seen a man flick his ashes into his trouser cuff, this is for him! \$1 ppd. Abel's, Ritz Carlton Hotel, 2727 Boardwalk, Atlantic City, N. J.

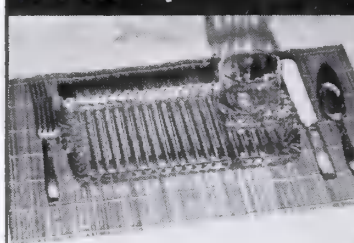


COACH FOR CINDERELLA.

if Cinderella happens to live in a little girl's doll house, is grand enough to match her grandest ball gown, and it will look excitingly impressive standing in front of a doll-house door. All metal, made in England. Coach and-Four (6 1/2" long), and Stage Coach are \$1 each. Postpaid from J. J. Anthony, Box 402, Milwaukee 1, Wisconsin.

9 Piece Imported BAMBOO PLACE MAT SETTINGS

INCLUDING CENTER PIECE



For Yourself
For Gifts

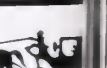
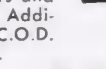
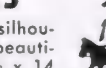
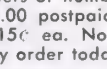
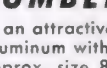
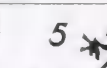
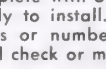
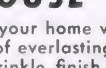
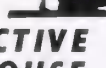
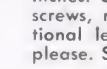
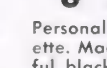
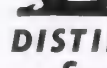
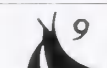
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Shopping



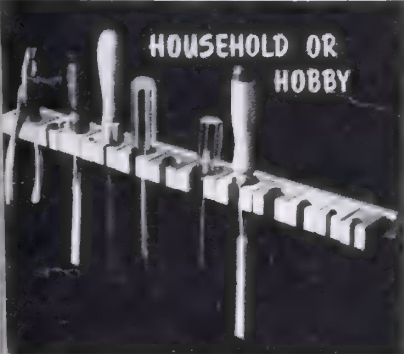
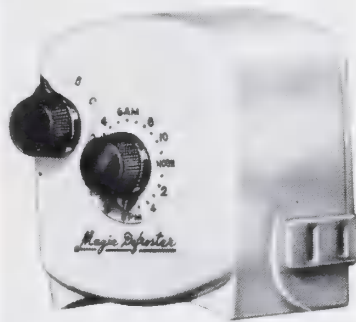
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30 TIES	Postpaid
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Dept. 2

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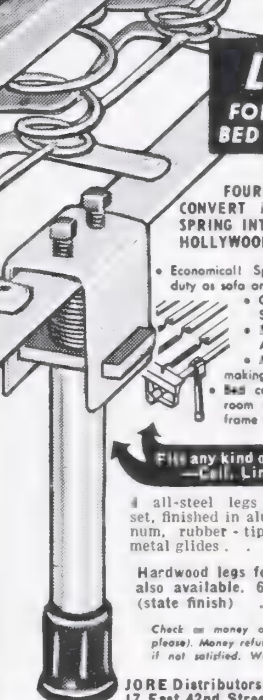
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Add 10% West of Mississippi

All Shipments Guaranteed
SEND CHECK OR MONEY ORDER WITH ORDER
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LAWN MARKER**

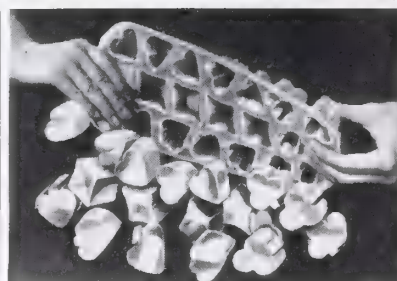
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Set of 2 trays (make 42 cubes) **\$1.98** postpaid

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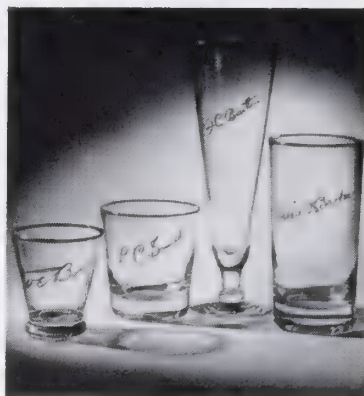
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Window



THE BRIDE'S BUTTER will come to the table in elegant splendor, if you send her this fine silver-plated dish as a wedding gift. It has a removable glass insert, holds a whole bar of butter so refilling jaunts to the kitchen are unnecessary. With a gadroon border, it measures 7" x 4" x 2½". and the price is a remarkable \$4.95 incl. tax plus 25¢ post. Nelmor Jewelers, 891 Bergen Ave., Jersey City, N. J.



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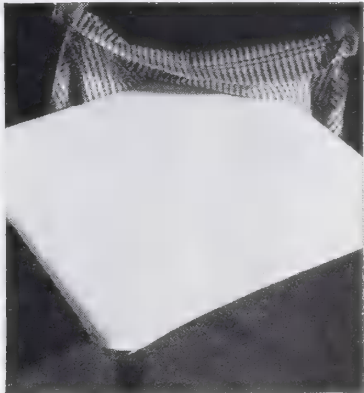
Shopping



YOU'RE A PIG (though not an intemperate one) if you fill this Party Shot Glass up to the top line, a Democrat or a Republican is the next level. Gents follow, and the sissy Ladies are good for a sparse thimbleful. A dozen 1½ ounce jiggers or neat whiskey glasses are pleasantly bi-partisan. There are six for Democrats, six for Republicans. \$1.95 the dozen, ppd. The Bar Mart, 62 West 45th St., N. Y.

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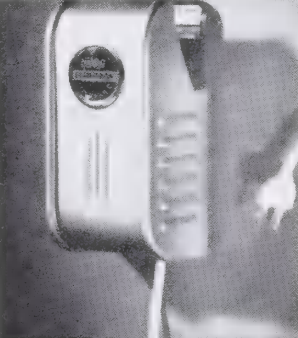
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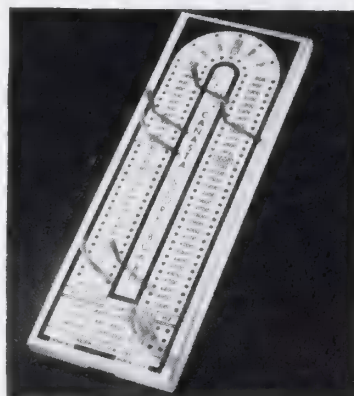
BREN LINDA Dept. HB, 545 Fifth Ave. New York 17, N.Y.



Window



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Shopping



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Folds and Carries Like Smart Luggage.



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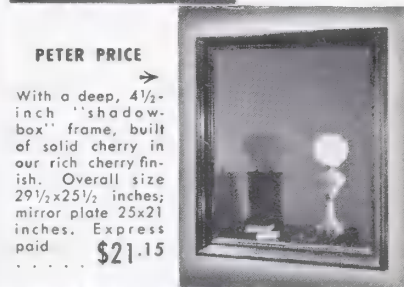
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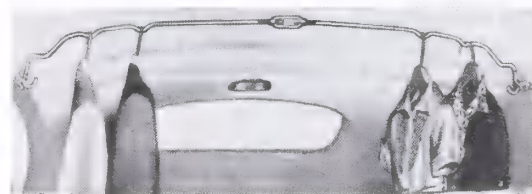
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FREE! With every \$7 bottle, one
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Window Shopping



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(Continued on page 61)

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Keeps food from sticking to kitchen utensils.

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Completely harmless! Tasteless! Invisible! Odorless!

Works wonders for waffle irons, stewing pans, roasters, skillets, ovens,
stove tops.

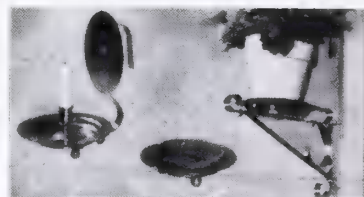
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Swinging Wall Bracket for Potted plants.
Not bric-a-brac. Made from heavy strap
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Send 10¢ to Dept. P-1, Dirilyte Co. of America, Kokomo, Ind., for booklet of color schemes and table-setting rules, and the name of your nearest Dirilyte-selling store.



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Formal or Friendly Rooms... Large or Small

You Can Work Wonders With Wunda Weve

Mrs. Christine Osborn of Fort Worth, chose Wunda Weve for nine rooms, and stairs, in her spacious home. Wunda Weve carpets accent her fine furniture... "point-up" color schemes.



Wunda Weve is easy to vacuum. The pile is woven through the back, double locked for double durability. Wunda Weve wears comparably with quality wool broadloom.

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You can have the decorative scheme you desire, dashing or demure, formal or frolicsome. It's easy with Wunda Weve cotton carpet, the *new* kind of floor covering that compares to conventional carpet as technicolor movies compare to the old family album.

Wunda Weve has a texture that flatters furniture. A color range from reserved to riotous. That's why leading hostesses from New York to Hollywood are taking advantage of the decorating freedom that Wunda

Weve gives. For example, Mrs. Osborn, whose lovely living room is shown above, chose Wunda Weve to keynote her color scheme. Notice how Wunda Weve's rich texture underlines and accents the charm of her furniture.

You'll find Wunda Weve in leading rug departments everywhere. Select yours soon in just the color you want, round or oval, standard room or scatter rug sizes. (If your rooms are extra-large or oddly proportioned you can order a Wunda Weve to fit.)



Write today for free copy of our beautiful full color booklet of room settings. Belrug Mills, Inc., 200-A River St., Greenville, S. C.

WUNDA WEVE

Thirteen lovely decorator colors... Magic Blue, Dusty Rose, Fairy Green, Forest Green, Muted Beige, Ancient Ivory, Dove Grey, Taupe Grey, Wood Rose, Cherry Red, Gold, Cinnamon, Chartreuse.

Luxury loomed, colorful cotton rugs • BELRUG MILLS, Inc., Greenville, S. C. • New York, N. Y.



Heisey Orchid-

"dinner at eight . . . please dress"

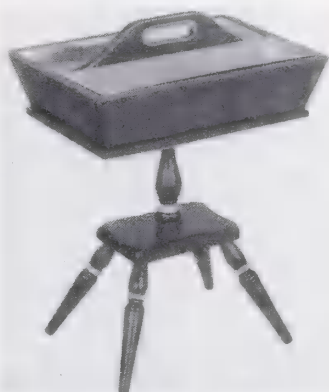
" . . . at last, dinner is served. My china looks lovely with grandmother's silver . . . and, oh, my Orchid crystal! How beautifully it gleams . . . it's always the crowning touch to my table."

Heisey's Orchid Etching, in hand-blown stemware and table accessories, is always a proud possession . . . an inspired gift. Write for illustrated folder. A. H. Heisey & Co., Dept. H4, Newark, Ohio.

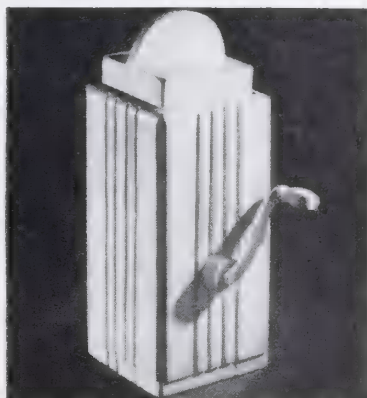
Window Shopping

CONTINUED FROM PAGE 56

TROUGH TABLE. The deep twin troughs are fitted with removable, watertight, rust-proof metal trays that will hold a party supply of cracked ice, soft drinks, knitting, mending, or plants. Or it's a fine catch-all for cigarettes, matches, cards, etc. Solid knotty pine, finished in antique maple or hand-rubbed mahogany, it's 18" x 13" x 21" high. \$14.95 ppd. No c.o.d.'s. Templeton Craftsmen, Templeton, Mass.



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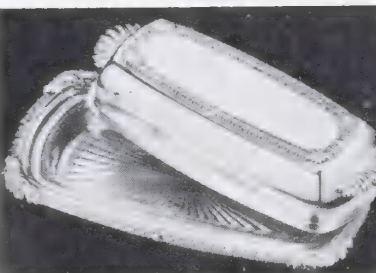


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Miniature Flat Irons hand painted in gay Pennsylvania Dutch decorations. Metal, 2½" high, corked ends. You'll want them for yourself and friends. No C.O.D.'s please.

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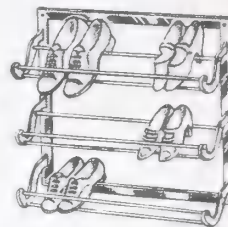
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In Gleaming Chromium

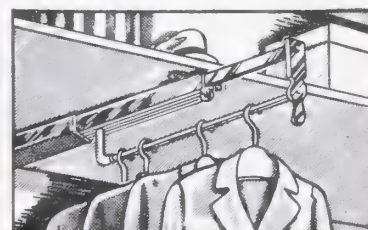


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MODERN METAL COMPANY DEPT. 1

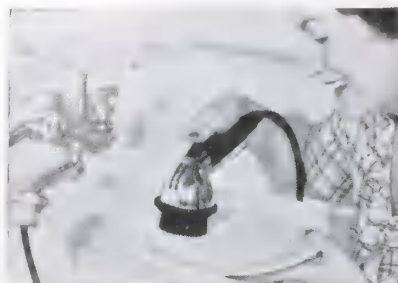
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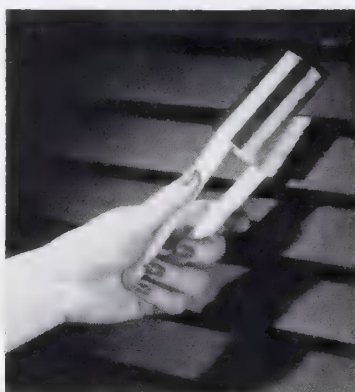
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Dept. 32 Templeton, Mass.



Window



SEW HANDY. We admit we're far from savvy when it comes to sewing, but we fathomed the know-how of Sew Handy with its minimum of pricked fingers, no temper. A wondrous aid for stitchers, it has a ruler for checking measurements, serves as a pinning board for lap or table, even makes inserting a zipper a duck soup. Just \$1.25 ppd. Northmore's Home Products, P. O. Box 756, Highland Park, Illinois.

CENTER OF ATTRACTION for a mantel, hall console or dining table is this lovely plant candlestick, one of Ernst Hagerstrom's newest designs. The iron candlestick is finished in Pompeian green, measures 18" long, and the 7" copper bowl glows with the reflected radiance from 5 tall tapers. Wonderful for fruit or flowers, it's \$8.75 ppd. from Hagerstrom Metalcraft Studio, Wheeling, Ill.

A BLIND RAGE descends upon most people who must cope with the cleaning of Venetian blinds, so this is a kit that will make short shift of both time and grime. It dusts, washes, waxes, and polishes, and when you're finished, your hands won't look like a chimney sweep. Plastic holder comes with interchangeable cellulose sponges and wool pads. \$1.39 ppd. Finelli Co., 303 Fifth Ave., New York 1.

GRAHAM BRONZES

Personally Yours

BRONZE WEATHERVANE WITH OWNER'S INITIAL

REFLECTS YOUR INDIVIDUALITY

Ball Bearing Very Sensitive

29 1/2" Spire
30" Sweep

Genuine Heavy Cast Bronze, Lifetime Construction

Easily mounted. Base conforms to any angle
No. 700M
\$24.50 postpaid

ARMILLARY (SPHERICAL SUN DIAL)

Ancient design. Heavy bronze; bright-finished numerals and signs of the Zodiac. Weight 10 lbs.; height, 15". Useful and ornamental addition to your grounds. No. 480 \$35 postpaid.

GRAHAM BRONZES, Inc.
303 WOOSTER ST., NEW HAVEN, CONN.
Catalog FREE



ALL-STEEL, WELDED

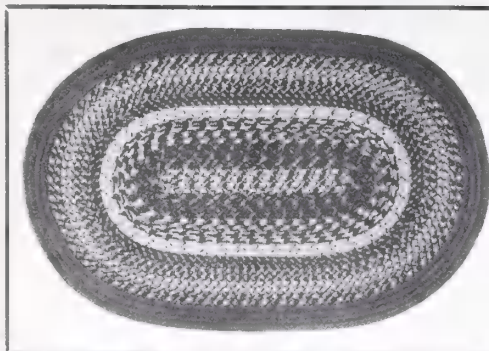
Garden Trellis

A graceful adornment for your garden and the perfect Trellis for your favorite climbers. It is made entirely of rigid, welded steel and finished in glistening white enamel. Built to last a lifetime—can't rot or become rickety. Easy to anchor securely. Simply imbed sockets (furnished) in the ground and insert legs of Trellis. Height 7' 4"; width 46"; depth 24". Better order right away. Steel is scarce and they're going fast. Remittance with order, please; no COD's.

\$29.95

Transportation charges collect

BROCK & CO., 1710 N. Decatur Rd., N. E. Atlanta 6, Georgia



Genuine Colonial OVAL BRAIDED RUGS

4' x 6'—\$12.85

Cotton-wool Filler

Reversible, durable, heavy weight. Authentic reproductions. Can be dry-cleaned, vacuumed or swept. No rug pad needed. None finer made. Satisfaction guaranteed.

OLD COLONY BAR HARBOR

All Wool Cotton-wool filled

24"x36" \$ 6.95 24"x36" \$ 3.65

27"x34" 10.95 27"x34" 7.95

4'x6' 29.95 4'x6' 12.85

6'x9' 69.85 6'x9' 34.50

8'x10' 97.50 8'x10' 59.50

9'x12' 128.50 9'x12' 76.50

Burgundy, blue, red, green or brown on multicolor backgrounds. Postpaid. Orders promptly filled.

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YOUR FAVORITE PHOTO

Your treasured picture, snapshot, tintype, etc., if in good condition, faithfully reproduced into BEAUTIFUL LASTING MINIATURES without the slightest injury to your photo. HAND PAINTED in artist's OIL COLORS and framed in 24 Karat GOLD FRAME, size 3 1/2 x 4 1/2". Your photo returned safely by insured mail.

(ALL MINIATURES SPECIALLY PRICED THIS MONTH). STARTING AT \$7.75 COMPLETE. ... NO COD'S

PORCELAIN-IVORA MINIATURE (unbreakable), COMPLETE \$9.75

PORCELAIN-IVORA (painted in heavy oils), COMPLETE \$14.75. Include color of hair, eyes, clothing, etc.

Photos restored at moderate additional cost. SEND PHOTO FOR ESTIMATE. NO OBLIGATION.

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Men-Women AT LAST! the Plastic Work Glove

AVOID "GARDEN" HANDS

& Callouses. Also, don't let soap, hot-water, grime, soil-under-nails, painting, dry-cleaning fluids, etc., rob your hands of NATURAL OILS & COMFORT. Wear WATSOLITE PLASTIC GLOVES.

ANNOUNCING—THE 1950 SOFTEST VINYL SEAMLESS

Tough GLOVES Non-Skid—Non-Allergic Durable—Form-Fitting Fling-Free

Perfected over 6 years before offering for sale by mail. WATSOLITE GLOVES withstand boiling water, oil or gasoline, most chemicals, cosmetics, tire & motor grime.

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Each Pair Boxed

Immediate Delivery!

Sizes 6 to 10 incl. 1/2 sizes. Medium wt. for DISHWASHING or housework. IDEAL FOR SPRING HOUSE CLEANING. Medium-Light wt. for daintier glove in House or Garden work. Light wt. also available for MEDICAL, SURGICAL or BEAUTY SHOP uses—not injured by peroxide or cold wave chemicals. \$1.50 per pair postpaid. Send DRESS glove size (Do not "UP" your size—we do that), & preferred glove wt. with Check or Money Order to:

WATSOLITE COMPANY, INC.

R. D.-1, Morrisville 5, Pa.




FOR FUN IN THE SAND

Every youngster will love this set of brightly painted sand containers. Each in a different color, merrily decorated. 2 have sifter bottoms, 2 have solid bottoms. There's a sand scoop too. All fit compactly into the largest container which comes with a decorative cover that also serves as a little sand cake pan. Wonderful for play at home or the beach. Entire set, postpaid \$1.25

Dorothy Owen

1809 Wauwatosa Ave. Milwaukee 13, Wis.

Shopping



PLANTER'S PUMP. A miniature water trough and pump, delightfully reproduced in pine, becomes the gayest planter of the season. Fill the trough with geraniums (even fake ones are terrific), a thick bed of pansies, or ivy, and you'll have a centerpiece that your bridge club will long remember. 11" long, 8" high, with copper liner. \$4.50 ppd. Jane Griffith, 22 Maplewood Ave., Philadelphia 44, Penna.



CLASSIC CROSSES. hand-wrought in sterling silver are reproduced from medieval Florentine, English, and French originals. If you wear one at the neck of a smartly simple black dress, you'll look like Jeanne d'Arc dressed by Schiaparelli. Florentine (A) is \$7; English (B) and French (C) are \$5 each incl. tax and post. From Jamaica Silver-smiths, 79-30 164th Street, Jamaica, New York.



NEW TIMER. This traveling alarm clock that ticks in a caressing cadence (a must as far as we're concerned) has everything. The dial is luminous, the alarm's ring says a gentle "Arise," and its 4 1/2" x 4" leatherette case combines sturdiness and good looks. But the nicest feature of all is its remarkably modest price tag—just \$8.35 incl. tax and post. M. J. Kittredge, Inc., 1354 Main St., Springfield, Mass.

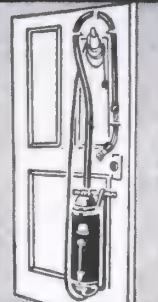


Convenient! New! Handy!

VACUUM CLEANER HOLDER

Hang Cleaner on back of door...

Out of Way—Ready to Use!



Ends the problem of where to keep your vacuum cleaner. The new Vac-Rack Vacuum Cleaner Holder consists of ingeniously designed metal parts to hold cleaner, hose and cord neatly in place. Attach to any door in a few minutes! Save precious closet space—save time spent assembling cleaner—and, it's easier to empty the cleaner, as it hangs on the Vac-Rack. Here's an ideal bridge prize or shower gift! Send your order today. Vac-Rack costs only \$2.49 postpaid. (No C. O. D.'s, please.) Order extra Vac-Racks for only \$2.00 more. Your money returned if you're not delighted!

Mail your order today!

VAC-RACK \$2.49 Postpaid

L. R. BEAVIS & CO.

39 Central Avenue, Newark 2, N. J.

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—amusing surprises await the
"SQUAWKER" and "CURSER"



CRYING TOWEL

Whatever the "beef", it's covered by one of 12 original and amusing graphic illustrations, printed in red on white fabric.

CUSS BANK—When that person forgets and speaks out of turn, hand him the CUSS BANK. He'll find amusing penalties and credits for special cussin' and curses on reverse side. Choice of red, green or black plastic.

\$1.00 postpaid **\$1.95** postpaid

Send for 1950 edition of "THE GIFT SHOPPER"

JOE SMITH SALES COMPANY

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"The Last Supper"

CHINA DINNER PLATE
in Full Color

The profoundly moving beauty of Leonardo Da Vinci's immortal painting, "The Last Supper," is faithfully recaptured in this exquisite china dinner plate. A magnificent ornament for your walls—the famous masterpiece is painstakingly reproduced in full color against an ivory background, hand fired for permanence, circled with gold follow line. Holy Year 1950 inscribed on back of plate. Comes complete with hanger. 10 1/4" diameter. An inspired Easter gift.

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STEP-UP SET FOR CHILDREN

For your child, grand-child or godchild

In 1847
Rogers Bros.
Silverplate



1. Baby feeding spoon — just right for the first time you feed solid foods.
2. 2-piece Educator set—helps baby learn to feed himself.
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America's finest silver plate — First Love, Adoration, Remembrance, or Eternally Yours patterns — in distinctive plastic step-container.

Complete, postpaid (No Federal Tax) \$6.75

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44 CENTER STREET • CHICOPEE, MASS.

SPRING Tonic . . . MINK
in softest silverblue (gray) or ranch (brown)



attractive slip-thru fastening achieves warmth or just a beguiling whimsy to complement Spring suits and dresses

\$19.75, Tax & P.P. no C.O.D.

exclusive with

HAROLD J. RUBIN, furrier
52 East 56th St., N. Y. 22
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"Smarter Than Springtime"

Ivy Breakfast Cloth

With 4 Dark Green Napkins

Corona cloth—cotton with a linen weave—fast-to-washing colors—52" square. Light green background with ivy green leaves. Postpaid **\$5.25**

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CUTS 24 PERFECT "FRENCH FRIES" IN ONE STROKE!

Here is the first professional type potato and food chopper to be sold at a popular price. The Villa Jiffy Chipper is simple, sturdy, and extremely easy to use. Just insert a whole potato, press the handle, and presto—24 perfect "French Fries"! It's wonderful for dicing other foods and salads too. Made exclusively for us in a rust-defying and gleamingly plated finish. Easy to clean, absolutely safe. A wonderful gift. . . only \$2.98 postpaid, or C.O.D. plus postage charges. Money back in 10 days if you are not completely satisfied.

ONLY \$2.98



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"THE SEWING BASKET"

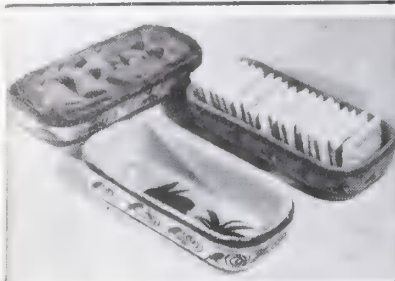
You'll find mending a joy with this beautifully designed sewing basket. It's roomy inside—large enough to hold all the shirts, socks & sundries that could possibly need your attention. Handsomely decorative too—with the smart lines, fine finish that make it a tasteful addition to any room. Just perfect for floral arrangements—Removable legs make it ideal for carrying and storing.

Finished in either maple or walnut.
Height 21". Width 13".

\$8.95 postage paid—sorry no C.O.D.'s.

Renard

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SALTINE SERVERS

Serve all your snacks and hors d'oeuvres in them. It's that fascinating imported Tonala Pottery again that withstands any amount of heat, even a direct gas flame. Bake in them whenever you want a small dish for two, with that delicious flavor of earthenware cooked food. Size, about 7 1/2 x 3.

We send you 3, each in a different color: Cream, Terra Cotta and Cinnamon, and each ornamented differently.

Delivered postpaid to your door without delay or shopping worries.

Set of 3.....\$1.75

Write for free catalog of imported merchandise.

The OLD MEXICO SHOP
SANTA FE-NEW MEXICO



RECOGNIZE THE CHAIR

Made of Peel Rattan, 29" high, in light natural, a group of them would be wonderfully comfortable on a porch, in a cabana, around a bridge table, or on your terrace. Comfortably priced, too, at \$8.95 each. Express collect.

Catalogs on this furniture available.

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Elegant reproductions of 18th Century portraits, to decorate your walls, paired or in groups. Superbly mounted on rich, wine-colored velvet.

teen mats, with convex glass, encased in polished gold-finished spun-metal frames. 5 1/4" diameter. Beautifully gift boxed.

\$4.95

pair, postpaid

PIN-UP PLATES

Featherweight, gay 8" plastic plates to cheer your kitchen or dinette. Adorned with assorted wooden designs, ivory background. Your choice of 1 1/2" borders in red, blue, green or yellow. Wonderful hostess gifts.



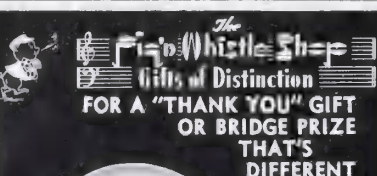
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NO C.O.D.'S PLEASE

B. PLATTOR-Gifts

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"The Egg and Fly"

A colorful pink or bright blue unbreakable plastic egg with lifelike rubber fly perched atop. Pull the fly to extend a sturdy 4 ft. tape measure that will stay at any desired length or instantly recoil. A welcome and unusual gift for every sewing basket.

PRICE \$1.00 EACH

POSTPAID

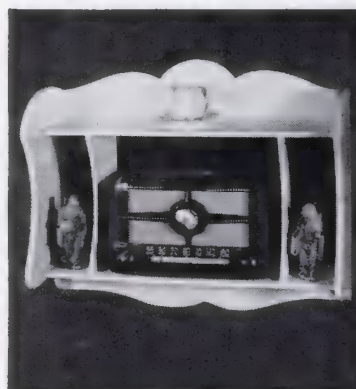
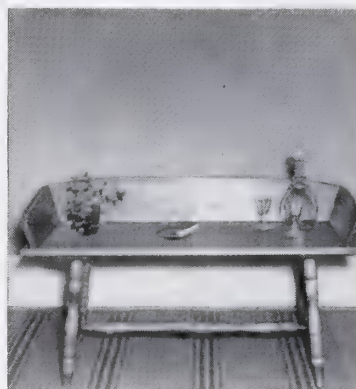
C.O.D. CHARGES EXTRA

THE PIG'N WHISTLE SHOP

EAST LANSING, MICHIGAN



Window



COCK-A-DOODLE DANCES, that might be the proud spouses of such popular gals as Chicken Licken and the Little Red Hen, strut across a party table in cocksure stride. Gay decorations for a birthday fête, they'll double as prizes for the Pin-the-Tail champ. Made of felt and buckram in green and red, the 13" large size is \$3, the small pair, \$2.50, ppd. Lord & Taylor, Fifth Ave., New York.

AN OLD WAGON SEAT has been beautifully copied, even to the original age marks, but instead of its strength withstanding the buckboard's bounce, today it stands up sturdily under a heavy cocktail tray, magazines, or whatever you use your coffee table for. Grand fireside bench, too! Mellow antiques pine with maple legs. 40" x 17 1/2" x 17 1/2" high. \$29.50 exp. coll. Breakfast Hill Workshop, West Rye, N. H.

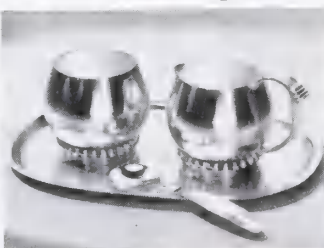
ON THE SHELF you will put your radio, and instantly you will discover the joy of having a bedside table, kitchen counter, or chest that has breathing space. Sturdily constructed of hardwood finished in white or Chinese red lacquer, the radio compartment will hold practically any table model. Compartment is 10 1/2" x 8 1/4" x 5 1/4". \$6.95 exp. coll. Garland Manufacturing Co., 130 Locust St., McKeesport, Pa.

PRETTY PERFECT....as useful gifts!



FOUR PIECE SILVER-PLATED SUGAR & CREAMER SET, of unexcelled craftsmanship. Dramatic in its simplicity, will thrill MOM or delight a BRIDE. Tray 7" long, sugar & creamer 2 1/2" high, sugar shell 4 1/2" long. A fabulous find at \$7.55 ppd.

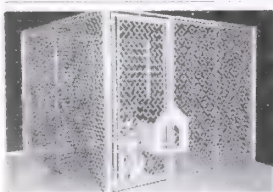
Brand new **TWO PIECE 12" SALAD SET**. A gracious and distinctive design. Triple silver-plated for long lasting beauty and service. Protective flannel bag. \$5.00 the set ppd.



Small charge on C.O.D.'s. Money refunded if not pleased.

Frances-Morris

Send for new Gift Catalog. BROOKLYN 25, N. Y.



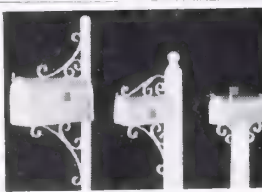
CHAIN LINK DOG PEN, 8' square, 6' high. All steel portable, hinged gate. \$69.95

WEATHER PROOF DOGHOUSE, 16 ft. in steel sections. \$19.95
Kiddie portable steel play pen, 16 ft. in steel sections each \$3.75

Shipping charges extra



BOYER
3-piece \$25.95
HOOSIER FENCE CO. Inc.
1701 E. 38th St., Indianapolis, Ind.



SOLID COPPER POST LANTERN, 21" x 11" Natural or durable black. \$14.95

NAME BRACKET (unlettered) on heavy iron scroll. \$4.95
8" POST. Red cedar with hole thru middle for wiring. \$7.95

Above, left to right:
No. 200 EXTRA LARGE MAIL BOX On 10" steel post with top-bottom scrolls. \$26.95
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Other sizes, all items on request. Write for complete catalog.

GIVE MOTHER The New IDEA HAT BOX

covered with durable QUILTED PLASTIC

in Blue, Red, Green, Yellow, Wine, Pink, Rose or Chartreuse.

12 1/2" wide 10" deep \$4.29* each

16" " 10" " 5.79* " you for

20" " 10" " 8.75* " postage.

Name printed in gold on door. 50c per box. Check or M.O. Sorry, no C.O.D.'s.

LUCID CONTAINERS

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To get hat—Slide plastic door

No lids. No dragging boxes off-shelves

12 1/2" wide 10" deep \$4.29* each

16" " 10" " 5.79* " you for

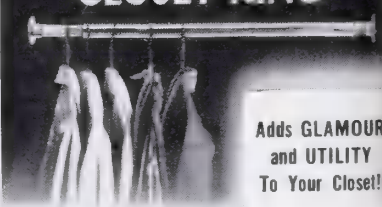
20" " 10" " 8.75* " postage.

Name printed in gold on door. 50c per box. Check or M.O. Sorry, no C.O.D.'s.

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The Sensational New "CLOSET KING"



Adds GLAMOUR and UTILITY To Your Closet!

This wonderful Extension Deluxe Chrome Pole is easily installed in any closet, large or small. Supports hundreds of lbs. of weight without sagging! Made from 16 and 18 gauge heavy metal with deluxe chrome hand buffed finish. Large size extends to 5 ft., closes to 38", \$3.95; Small size extends to 3 1/2 ft., closes to 27", \$3.45.

Complete your closet with a "Closet King"

Extra! "CLOSET KING" Can Also Be Used As an EXERCISE BAR!

Send check or M.O. All orders shipped postpaid. No C.O.D.'s. If not entirely satisfied, return merchandise within 10 days and money will be refunded.

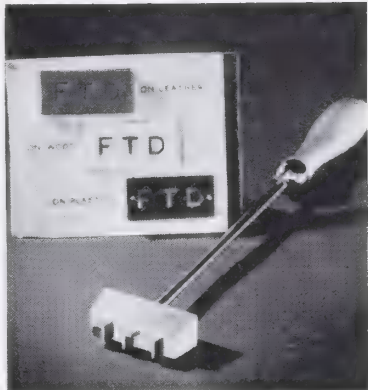
CLOSET KING

P.O. Box 3461 Merchandise Mart Station (Dept. A) Chicago 54, Illinois

Shopping



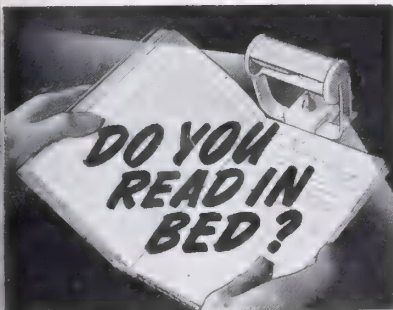
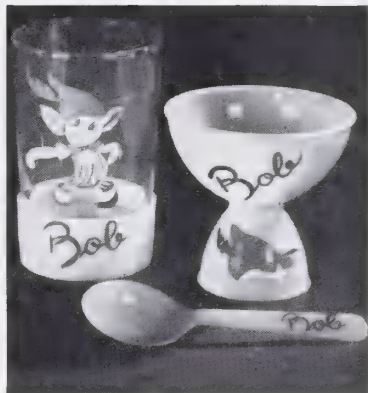
MAKE YOUR MARK on wood, leather, or plastic with a real branding iron that is personalized with any three initials. Just heat the head over an open flame, and impress on the handles of garden tools, tennis racquets, toys, oars, baseball bats, catcher's gloves, etc. Grand gift for your weekend host, and just \$3.50 postpaid. From Max Schling Seedsmen, Inc., 618 Madison Ave., New York 22, N. Y.



SET FOR SPRING and looking as proudly pert as the first crocus, as pretty as the golden-haloed daffodil, are these Irish linen luncheon mats. They're trimmed with crisp permanent-finish organdy, come in gray, hunter green, chartreuse, or all-white. Linen napkins in contrasting shades are chartreuse, gold, cherry, or white. Setting for four complete. \$5.95 ppd. Ethel Parker, Elberon, New Jersey.



THIS LITTLE PIXIE has powers sweet and persuasive when it comes to perking up the jaded appetite of his highness in a highchair. The egg cup, spoon, and tumbler are marked for his exclusive use and in the detachable coaster there's a dancing pixie, a fitting reward for Mr. Milk-drinker. Hand-painted and lacquered for permanence, the set is \$2.25 ppd. La Palette Gifts, 509 Fifth Ave., New York 17.



Wonder Lamp
World's Most Appealing Reading and Bedside Lamp
No longer need you disturb anyone when you read in bed. This sturdy lightweight metal lamp clamps to book cover... horizontal reflector adjustable to any angle assures complete shading of light... plugs into standard outlet... Far superior to any similar lamp... ideal for baby crib and a hundred other uses. \$2.95 Postpaid. Send check or money order. No C.O.D.'s.
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Dept. B, 307 Fifth Ave., New York 16, N. Y.



Famous ENGLANDER Folding CHAISE-BED
Utmost comfort is attained with adjustable headrest (3 positions) and when the occasion arises, it is a full-length auxiliary bed with a comfortable inner-spring mattress. Sturdy steel, it opens to 30" x 74", folding to 30" x 18" x 46" high for easy storage.
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Also available in 39" x 74" size..\$34.50 and 48" x 74" size..... 37.50
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THERMO TUMBLERS
Exciting new tumblers keep ice cubes four (4) hours without melting. (Prove it to yourself!) Two layers of Lucite with a vacuum between is what turns the trick. They won't sweat, need no coasters, won't moisten hands. Ideal for bridge. 10-oz. size, in festive shades of cobalt blue, red, green, amber. You'll want several sets at the new low price. No C.O.D.'s, please.
Set of 4 (One each shade) \$5.00 Each Now \$1.25
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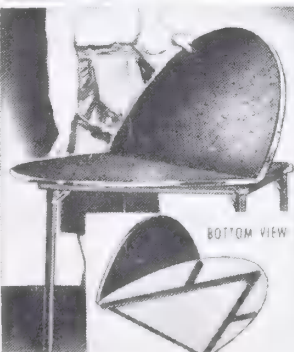
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COATS • JACKETS
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DELIVERY SERVICE IN MANHATTAN TEL. MU 8-2030
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1052 FIRST AVENUE AT 57TH STREET NEW YORK 22, N.Y. OF AMERICA INC.
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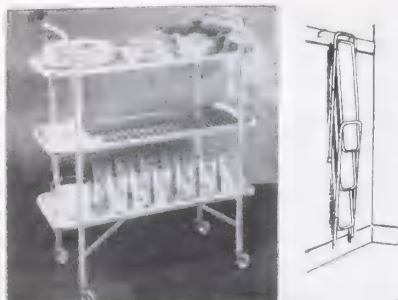
AQUA-LOOP PLASTIC FISH BOWL
Fascinating, new, unbreakable Aquarium. Scientific "AQUA-LOOP" gives fish greater freedom—keeps them healthy. Watch fish swim thru the loop.
\$4.35 prepaid
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Whither blow the winds
This American Eagle and Arrow Weather Vane is made of copper, hand hammered on iron copper bearing spire. Eagle is full bodied and 22 Karat gold leafed. Offered in 3 sizes.
Prices are f.o.b. New York.
No. 55—20 inches spread of wings \$37.00
No. 54—27 " " " \$53.00
No. 53—36 " " " \$80.00
FISKE Weather Vanes have topped buildings everywhere for 90 years. Time does not dim their beauty nor reliability. Many other designs.
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J. W. FISKE IRON WORKS
Established 1858
78 Park Place, Dept. 2, N. Y. 7, N. Y.
Specialists: Ornamental Bronze & Iron Work

Only JEWEL Electric Fountains
Bring You—
The "music" of a Bubbling Brook and the Beauty of a Rainbow
Nothing adds so much charm to your home, pool or garden as a Jewel Electric
COLOR CHANGE FOUNTAIN
Sparkling streams of water are illuminated from below by light beams of constantly changing colors. Jewel Fountains require no connection to water lines. Just plug into nearest electric outlet.
Established 1880. Dealers Wanted.
JEWEL Electric & Mfg. Co., 216-HB, W. Kinzie, Chicago 10, Ill.



NOW—ENLARGE YOUR BRIDGE TABLE TO SEAT 8 PEOPLE WITH AN EXTEND-O-TOP BRIDGE TABLE COVER
Imagine! Eight people can now sit around your bridge table and eat or play comfortably! Just slip EXTEND-O-TOP—over your bridge table and you immediately have a large, 48" circular table. Covered with green felt or leatherette with attractive polish chrome edge. "EXTEND-O-TOP" is as attractive as it is useful. Has a sturdy wood frame underneath. Bridge tables snugly, cannot slide or tip. Attach or detach it in seconds. Folds up for convenient storage. Ideal for large dining and card party occasions. Light and sturdy... It is easily carried for use at the beach, picnics, or garden parties. Only \$6.98 express collect or \$7.98 parcel post delivered. Order now, send check or money order to:
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Rolling TRAYTABLE

It Folds! It's Featherweight!

Less work for mother! This handy utility table saves many steps. Indispensable for indoor and outdoor service. Sturdily built of non-stain aluminum. Three tiers 12" by 31", height 37".

Postpaid in U.S.A. **\$11.95**

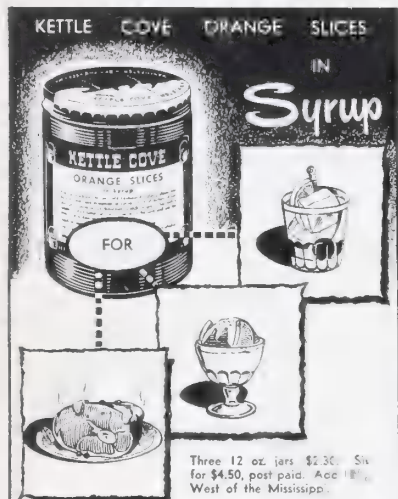
Send for "Tippler" Catalog 27

HOME BARS • CREDENZARETTES
GLASSWARE • GADGETS • GIFTS • GIMMICKS

Executive Director,
hobbie genger

BAR MART

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America's Most Unusual Store



For those superlative OLD FASHIONEDS you'll be so proud to serve . . . Delicious with ice cream for the perfect SUNDAE SAUCE . . . A joy to behold . . . a delight to taste, Kettle Cove Orange Slices is a GAR-NISH FOR HAM. Many other taste treats are in store for you and your family when you use Kettle Cove Orange Slices. Ask for the Booklet "48 Different Uses" when you order.

KETTLE COVE INDUSTRIES

Box 511 Manchester-by-the-Sea, Mass.



Glorious POND LILIES

Blossom 'Year Round

Radiant "Gay Deceiver" waxed lilies nestle on a crystal dish—so natural, so fresh, so beautifully tinted, they defy detection! A stunning centerpiece in your choice of white, pink, yellow or blue blossoms ■ deep green leaves.

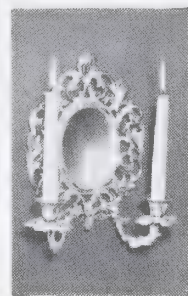
Complete, as illustrated, **\$6.00** prepaid.
Pond Lily separately **\$3.50** prepaid.
Dish separately, 8"x8", **\$3.00** prepaid.

Send for FREE CATALOG of other wonderful "Gay Deceivers" flowers and plants.

Constance Spry

322 PARK AVENUE, NEW YORK 22, N.Y.

AVAILABLE BY MAIL ONLY!



Solid cast brass
MIRROR SCONCE
PAIR—\$15

Decorator styled Hand detailed thru-out. Lustrous brass finish. Full size: 12 1/2" high, 10 1/2" spread, 5" oval plate mirror. Note: Each sconce hung with 12 imported 3/8" tear-drop prisms \$3 additional per Sconce.

YOUR
CHOICE

\$7.95 EACH



REVERSIBLE
CANDLESTICKS
PAIR—\$15

Solid cast brass. Hand worked details. Antique finish. Both sides cast full, 8" high 7" spread.

Prompt Delivery!
Sorry, No C.O.D.'s
Postage Prepaid

BETTIE BRASS
3314 Alto Road
Baltimore 16, Md.



Window



IT RISES TO THE OCCASION to meet your every need, whether it's breakfasting in bed or sketching on the porch. Made of 20 gauge steel, it's appropriately called Adap-Table, adjusts from 25" to 37" high, and the 23 1/2" x 17 1/2" top tilts from a flat position to a correct reading angle. In walnut, white, peach or green, \$6.98 exp. coll. Beaumont Distributors, 133 Lexington Ave., New York 16, N. Y.

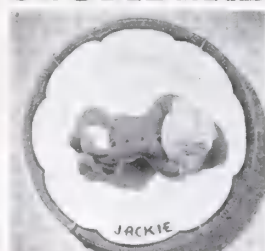


SHINING LIGHT. A sturdy horsehair brush has a cache in its sliding top for shoe polish and cloths, comes equipped with all the necessities for a quick brush-off. The neutral, black and brown "Shushine" sticks positively will not rub off so they're equally useful for polishing handbags, etc. Refills are 50¢. Brush is \$1.98 plus 10¢ post. Del Hagens of Westchester, 1936 Palmer Ave., Larchmont, N. Y.



POODLES OF LOVE. The haughty aristocrats of dogdom have been enchantingly captured in fine English Staffordshire. These two are exact copies of the famous pair in a British museum, and they'd be prized additions to your miniature collection. Just 4 1/2" tall, the price is \$4.50 the pair, ppd. Homecraft Products, 71-55 Austin St., Forest Hills, New York.

SLUMBERLAND — Three-dimensional Designs



The figures of the children are in relief, in blue for him and pink for her on white 7 1/2" plates with pink or blue border. Surname of child imprinted and color of hair matched. In ordering specify SEX of child, first NAME, and COLOR of HAIR.

Complete with wire metal plate holder.

ONLY **\$3.00** each postpaid

Dept. HB, 12 WEST MERRICK RD. *Madison Gifts*



FREEPORT, L. I., N. Y.



Baby Stops Crying For FLUTTER-BYE

Hang Flutter-bye in the nursery over playpen or crib . . . out of reach . . . but where baby's bright eyes can catch every flash of color, every flutter of wings. The slightest breath of air sets multi-colored birds in instant "flight" . . . keeps baby enchanted and amused for hours on end. Beautifully boxed.

Illustrated 8 bird set **\$3.75** postpaid
(Also available, 14 bird set, \$5.25 postpaid)

DOLORES

Box 145 Station D., Cincinnati 6, Ohio

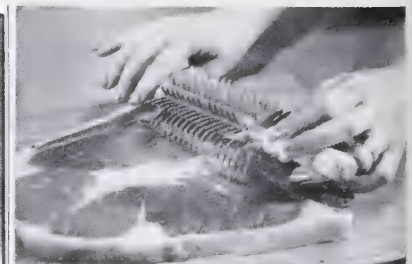


She'll love this Versatile Commode in Solid Honduras Mahogany

It adds charm and convenience to any room as a card or end table, telephone, lamp, radio, sewing cabinet or other occasional use. Handsomely crafted of genuine solid Honduras mahogany, hand-rubbed to a smooth, lasting finish, it has four dust-proof drawers, antique brass finish reproduction pulls, stands 30" high, 17" x 15" top. Only \$37.50 delivered free anywhere in U.S.A. Pair \$72.50. No C.O.D.'s. Send check or money order to Dept. A.

THE FURNITURE SHOP

P.O. Box 188, Jonestown, Miss.
Send for Free Illustrated Catalog



NO MORE TOUGH STEAKS!

FOR \$1.00 POSTPAID . . .

STOP pounding steaks and mashing the meat fibres into pulp!

DON'T let meat go flat and tasteless by tenderizing too early before cooking!

ENJOY extra tender, flavorful steaks by using a **ROLATENDER!**

Cuts tough meat fibres in a jiffy and helps retain all the rich, nutritious juices. Use like a rolling pin. Solid maple handles. Strong rust-proof aluminum blades, 2 3/4" dia. 11" length overall. Sanitary, easy to clean. Save by using less expensive cuts. The **ROLATENDER** will pay for itself in a very short time!

BE BUDGET-WISE

Send \$1 today, we pay the postage!

E. A. WEBERG

Household Specialties

711 East Garfield Ave., Glendale 5, California

Shopping



HOME SWEET HOME

BOWL, pretty enough to be a gay show-off in between salad luncheons and cocktail popcorn, comes in white or natural wood, hand-decorated with any inscription, names, and date you specify. You'll be the star guest if you come bearing this gift to a shower, an anniversary celebration, or a weekend hostess. 8½" wide. \$2.95 ppd. Stratton Snow, 604 S.E. 47th Ave., Delray Beach, Fla.



THAT'S NO YOKE, although it's a delightful miniature of one worn by oxen. Instead, it's an unusual marker, made of stained cedar, with your name in Plexiglas letters. It measures 6¼" x 10½" overall, and you'll hang it at your entrance or, mount it to a white board and hang it on a post. With 7-letter name. \$4.75 on board. \$3.75 as shown. Ppd. Additional letters, 25¢ each. Robie Studios, Needham 92, Mass.



MASK FOR MOMMIE who must feed, bathe, and change her small "alarm clock" no matter how wretched her cold. With the Flex-A-Foam filter mask, she can take care of Butch without danger of spreading germs. It's equally effective when you're spring cleaning if you're allergic to dust. \$1.75 ppd. The Foam Rubber Store, 1427 Euclid Ave., Cleveland 14, Ohio.



WASH FRAGILE THINGS SAFELY!



Don't risk ruining dainty things in your washing machine. Protect them by putting them in sturdy open-mesh cotton bags (closed with covered rustproof snappers). A very useful gift for your friends. Large bag 17" x 20", small 11" x 13". Send for one of each.

Both for \$1.85

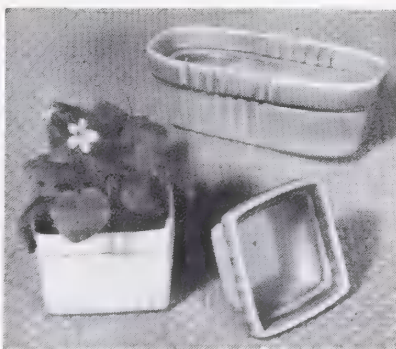
Postpaid

Extra large 17" x 26" bag, \$1.40. No C.O.D.'s please. (Pat. applied for).

Lyon's Washing Bags

2443 Hazelwood

Detroit 6, Mich.



The Perfect African Violet Planter

Waters from Below

Crafted by a master potter in dream colors; Off white, Fog gray, Chestnut brown, Slate jade, Chartreuse.

Square—3¾", depth—2¾"—\$2.00 (shown)
Deep square—3¾", depth—5¼"—\$3.00
Oval—7½" x 3¼", depth—2¾"—\$4.00 (shown)

Large oval—7½" x 3½" x 3½"—\$5.00

BAKER'S IMPORTERS

1532 Sansom Street

Philadelphia, Pa.

Old Dutch Windmill

Ceramic PEPPER MILL



with genuine polished solid walnut and hand-painted Dutch scene in delft blue on white ceramic.

featuring world famous imported "V-S" precision-made adjustable grinders of Sheffield Steel.

Full 5 inches tall

A simple twist and out comes freshly ground, perfectly flavored pepper. Most comfortable mill to hold. Gift boxed. Unconditionally guaranteed. Postpaid **\$8.95**

Matching salt shaker **\$7.50**

Write today for illustrated booklet—"ONE HUNDRED PEPPER MILLS"

CONVIVIAL 2736-H LINCOLN AVE. ALTADENA, CALIF.



ENCHANTING, LOVELY

Salt and Peppers

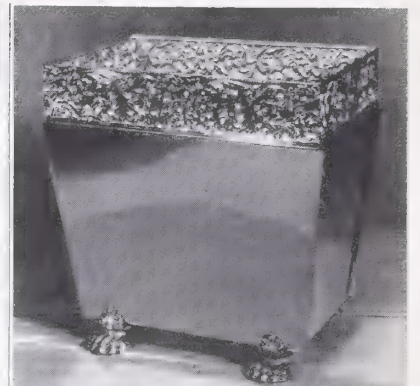
Miniature copies of sumptuous George III teapot. Covered with intricate scrollwork, silver plated and lacquered to prevent tarnish. 2½" high, packed in gift box.

Price Per Pair **\$2.50**

Fed. Tax Incl. Postpaid

C.O.D. Charges Extra

THE PIG'N WHISTLE SHOP
EAST LANSING, MICHIGAN



BRASS or COPPER FOOTED WASTE BASKET

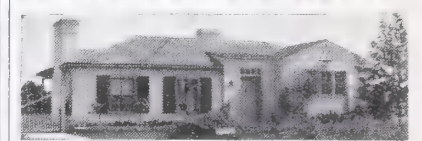
This impressive waste basket will add sumptuous dignity to livingroom or study. Expertly fashioned of solid copper or brass, it is trimmed with elegantly embossed brass bands, mounted on beautifully sculptured cast brass feet, water-tight and lacquered to prevent tarnishing. An opulent setting for fresh flowers or ivy, it makes a memorable gift.

\$15.75 plus 75¢ for sending (10" long; 10½" high; 7" wide)

Write for Catalogue

Jenifer House
New Marlboro Stage
GREAT BARRINGTON, MASS.

HOUSE PLANS



275 BEST DESIGNS • IDEAS

Planning to buy or build a new home? Here are 275 new plans and ideas that will help you in many different ways. Actual pictures of homes already built. Not just sketches. Each complete with detailed description and floor plans. ALL types of architecture. Homes for every climate. Brick homes, stucco homes, frame homes. One and two story. Four to ten rooms. One to three baths. Used by contractors, architects, realtors and building material dealers. Complete blue print plans and specifications available.

Circle (O) your choice of books—50¢ each:

- Selected Homes, 40 Calif. Ranch, Colonial, Monterey.
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- Brick Homes, 62 2-3-4 Bedrooms.
- Dream Homes, 79 Illustrations, Interiors and Exteriors.
- Small Homes, 23 Low Budget Designs.
- ALL SIX BOOKS FOR \$2.50 SENT POSTPAID No C.O.D.'s

Guaranteed satisfaction or money refunded. Order today.

CLEVELAND PUBLICATIONS, INC.

Dept. 4A, Pershing Square Building • Los Angeles 13, California



STICKUPS

For Gay, Exciting, Decorative Arrangements

"Stickups," the unique candle and flower holders, make any receptacle, any vessel in your home, adaptable to an endless variety of decorative combinations. Will hold candles, flowers or shrubby branches. ADHERES PERFECTLY TO ALMOST ANY SURFACE INCLUDING THOSE UNDER WATER. Illustrated folder of numerous suggested uses is included.

Set of 6 Stickups - only **\$2.25** postpaid

Westwood Gift Shop No C.O.D.'s Please

WESTWOOD NEW JERSEY



AMERICA'S BIG BUY

← 4ft →

in a Fountain Brush WONDER WAND CAR WASHER

Look at the price—what a saving! Attach "Wonder Wand" to garden hose—wash your car in 10 minutes! Scrubs, soaks, rinses as it cleans! Pays for itself in 2 or 3 washings. Also cleans windows, walls, screens, doors, boats. No ladder, no soap, no pail. Long 4 ft. handle of strong, featherlite aluminum alloy with big soft bristle fountain brush. Order No. G481.

47 Breck Bldg., BOSTON 10, Mass.



\$3.95 Postpaid (No C.O.D.'s)

Home and Garden Gifts
BRECK'S
ESTABLISHED SINCE 1818



Electric BUFFET SERVER

Proud the hostess who can display this gem before her guests. A round chrome-plated stand, 13½" in diameter, has three wells fitted with one-quart china ovenproof casseroles. For serving piping hot dishes and so simply, it's indispensable. An outstanding wedding present or for that favorite person who enjoys entertaining. AC or DC.

\$26.95 postpaid

No C.O.D.'s Please

EUNICE NOVELTIES Dept. B-4C

Our 10th Year

541 Madison Ave., New York 22, N. Y.



Hand Wrought Iron PLANT STAND

Handsome three tier plant stand, finished in white. Attractive setting under a window, in front of fireplace, or on the porch. 34" high, 24" wide, 19½" deep.

Price **\$10.00**

Immediate Delivery

Express Collect. No C.O.D.'s
Checks or money orders only

DOROTHY TREMBLE
BOX 28, MANHASSET, L. I., NEW YORK

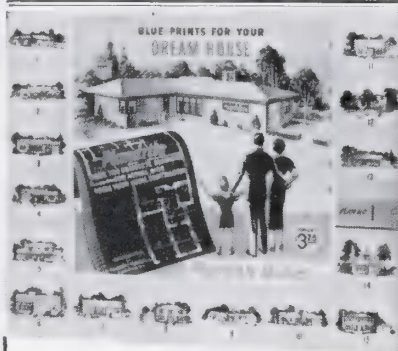
Reproductions By Mail



Cozy
Charm

For delightful cheerfulness in your bedroom, bath or dressing room, choose the *Seaside Slipper* chair. Smartly button tufted seat and back. Height 30". Width 21". Depth 17" in sturdy American hardwood. Upholstered in our lovely florals—either blue, green, yellow or natural background; or in distinctive stripes—either blue, green or red. Price \$16.50 each or two for \$31.95. Or, in your fabric, per chair—\$14.00. (Send 4 yds. of 36" or 2½ yds. of 50" material). Express collect. (No C.O.D.'s) Send check or money order. Also, send 10¢ for your copy of "A Selection of Chairs."

The Chair Shop
Box 220 Hickory, N. C.

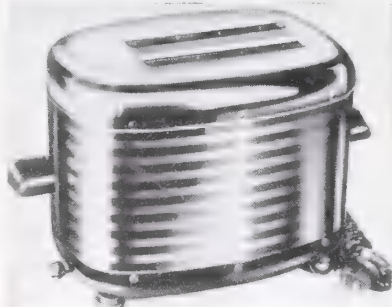


YOUR DREAM HOME IN ONE COMPLETE PACKAGE

For only \$3.75 you can obtain blueprints of actual working drawings ready for bids from local contractors.

Send ten cents for illustrated folder—choose from fifteen smart homes designed and built for economical construction.

Gantner's
THE SUBURBAN HOUSE
MORTON GROVE, ILL.



AUTOMATIC POP-UP TOASTER

Adjustable for light, dark or medium toast, just set the gauge. Heavily chrome-plated with durable black plastic base. Streamlined, of course, and guaranteed for 1 year by Gilchrist's and the famous manufacturer. AC. Usually \$19.95.

\$9.95

Gilchrist's

Boston 2, Mass.

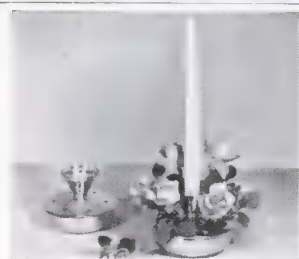
Please send _____ pop-up toasters at \$9.95 each.

Name _____

Address _____

☐ Check ☐ Money Order ☐ Charge

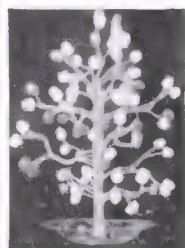
Outside Massachusetts, add 25¢ shipping charge.



EPERGNETTES

Set your table aglow with these lovely flower-candle holders. Hand-wrought of brass or copper, they're conversation pieces on mantel or buffet, too. Candle rests securely in top. Fresh or artificial flowers or ivy are inserted through perforations in leak-proof base. Comes apart for watering and cleaning. Lacquered to prevent tarnishing. Quite appropriate as altar candlesticks. 4 inches high, 4½ inches diameter.

Pairs only, **\$5.95**



THE TID-BIT TREE

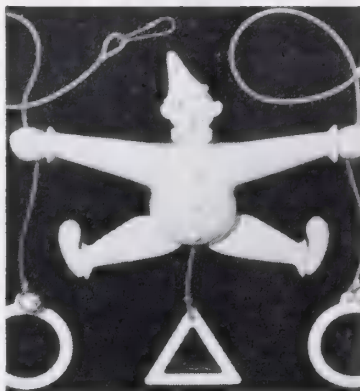
Life-of-the-party for small fry and grownups! Ice-bright clear Lucite Tree, 13 inches high on 5-inch saucer base, has 76 twigs to hold party tid-bits: hors d'oeuvres, gumdrops, marshmallows, olives, maraschinos, etc. Tree and branches come apart for easy cleaning and storage.

\$2.75 with bag of candy.

No C.O.D.'s, please.

ELRON, 800 N. Clark St., Dept. BX-20,
Chicago 10

Window Shopping

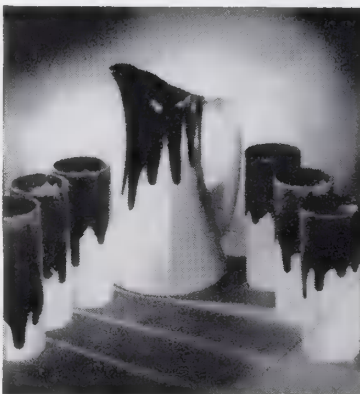


JUMPING JEHOSEPHAT!

Look who's swinging from the crib bars! It's Jump-E-Jack, the acrobatic plastic clown, and he's got everything: action, sound, and he even smells pretty. When center cord is pulled, he squeals, head goes up and down, and legs jump. So who cares if the bottle is a few minutes late? 11¼" long. \$2 plus postage. Gimbel Brothers, Infant's Department, New York 1, N. Y.



MAGAZINE STAND, that has a small rack at the top for periodicals such as *Reader's Digest*, a larger holder to house our own *HOUSE BEAUTIFUL*, is made of verdi green or black iron. Done in a scroll-and-maple-leaf motif, it would be equally decorative in your cheerful sunroom, the summer terrace. 12½" x 9" x 20" high. \$6.45 ppd. Mastercraft Products, 60 South St., Boston.



SET FOR A ZOMBIE, iced tea, beer, or any long thirst quencher, when Spring, and sunlight, and the good earth smell makes you as deliciously lazy as a lizard on a rock. Handmade ceramics pitcher and 6 glasses in red and white, yellow and red, chartreuse and burgundy, turquoise and burgundy. \$7.95 ppd. Allen's of California, 55 Olvera St., Los Angeles 12, Calif.

(Continued on page 73)

RENEW Fabrics, Awnings, Umbrellas Upholstered Chairs, Auto Tops



NU-FAB Fabric Paint

(Scientifically Compounded Plastic and Rubber)

- WATERPROOFS—Retards dry rot, stops mildew.
- DRIES IN 30 MINUTES—Seals small holes.
- EASY TO APPLY—Stays flexible. Won't crack. Washable. Repels moths. Stops fraying.

Available in 12 colors, and black, white and clear.

Price \$1.49 per pt. \$2.59 per qt. (1 qt. covers 60 to 90 sq. ft.)

ALLEN PLASTICS CORP.

1015 E. 173rd STREET
NEW YORK 60, N. Y.
Dept. B-1

WRITE FOR FREE BOOKLET



DOR-LITE

AUTOMATIC SWITCH

Assembled complete with 6-foot cord. No wires to splice or electrical connections to make.



Easily installed by anyone in 5 minutes

OPEN DOOR - Light's On! CLOSE DOOR - Light's Off!

Fine for Closets, Pantry, Garage, Etc.

Simply unscrew your present light bulb, plug control socket into light socket, and fasten automatic switch to top of doorway with two small screws furnished. Operates same as the light in an electric refrigerator. Send check or money order. No COD's, please. Complete with simple instructions. Easy to install. Postpaid, only **\$1.95**

The DOR-LITE Company

312 S. Christiana Ave. • Chicago 24, Illinois

the biggest home beauty news since broadloom itself...

Masland Beautiblend Broadloom

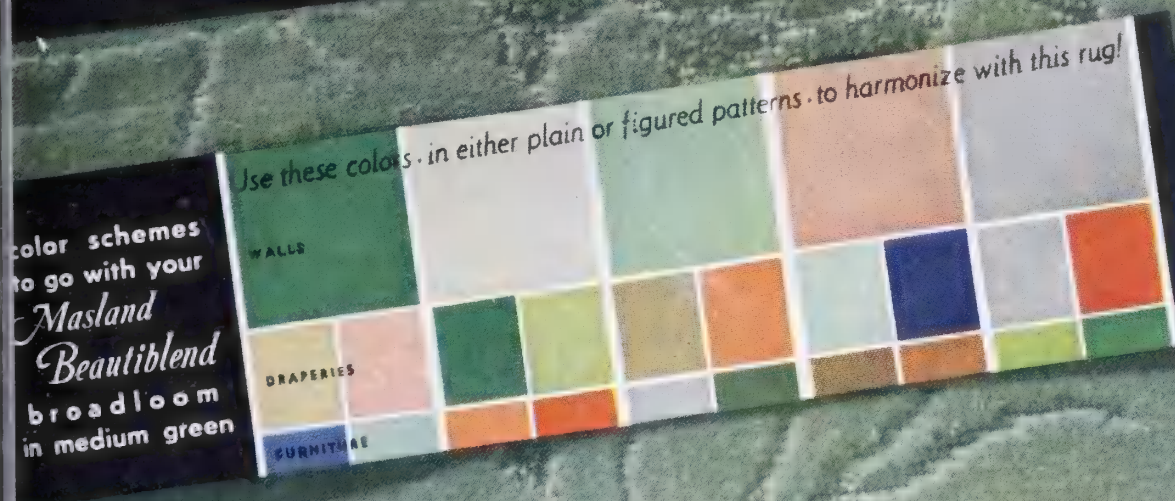
Here's carpet of enduring beauty—Masland Beautiblend Broadloom—in colors born to blend with your favorite wallpaper, paint, draperies, upholstery fabrics. For a room you'll be proud of, simply choose the shade you like...then merely consult the Color-Guide label right on the carpet to find which of five complete color schemes fits into your home beauty plans. Be sure of your carpet, sure of your color scheme. To be sure, ask for Masland Beautiblend Broadloom at your favorite store. For new decorating ideas, send for Masland's free "Beautiblend At Home" booklet. C. H. Masland & Sons, Carlisle, Pa.

Photographed: New and exclusive! Sculptured-surface COTILLION. A Masland Beautiblend Broadloom with luxurious depth, great distinction. Prices for Masland Beautiblend Broadlooms range from \$6.50 to \$15.95 a yard.



Masland Beautiblend

B R O A D L O O M S

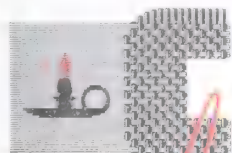




the Final Touch...

NEW CHATHAM BLANKET COLORS

It's lovely . . . it's logical. Choose a Chatham blanket to match the basic color of your bedroom for a distinguished single-tone effect, like Chatham's blue for the room above. Or make a Chatham blanket in a vivid contrasting color the right, bright note of your décor . . . here, Chatham's geranium red. Your favorite department store has fine, all-wool Chatham blankets in daring new decorator shades and soft-as-mist pastels, in many styles and prices.



CHATHAM
Blankets

CHATHAM MAKES GOOD BLANKETS

FOR ALL THE FAMILY

CHATHAM MANUFACTURING COMPANY, ELKIN, NORTH CAROLINA



the Garden Club Collection

Here's the newest development in skilled hand printing emphasizing a new coloration technique, in a washable, vat-colored, preshrunk 50" fine cotton rep. Presented in a variety of impressive patterns and color combinations. Look for **MM** on the selvage when you seek the unusual in decorative fabrics, at the better stores.

MEAD & MONTAGUE

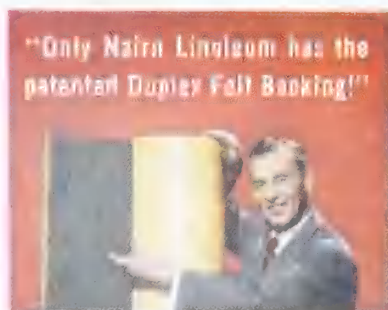
315 FIFTH AVENUE • NEW YORK 16, N. Y.



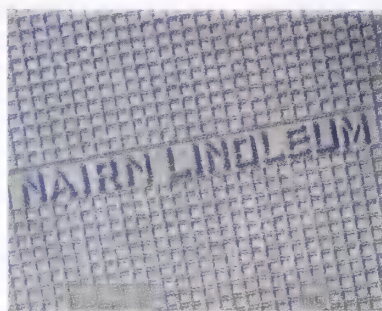
GARDEN CLUB COLLECTION
This fabric is available in 50" and 54" widths.

ANNOUNCING!... a new way to safeguard your floor covering investment!... Beautiful Nairn Inlaid Linoleum, so fine, so durable that it is...

DOUBLY CERTIFIED!



"It ends your worries about the buckling, cracking and blistering that often mar ordinary linoleum when wood floors underneath expand and contract — as they normally do."



Nairn's patented Duplex Felt Backing is a built-in feature that eliminates the need for a separate felt lining under the linoleum. Always look for this distinctive backing!

Here's the new safe-and-sane way to buy linoleum! Unique, *Doubly Certified* Nairn Linoleum is a supremely fine floor covering investment — is made, every yard, to give you tip-top, gilt-edged service. Not only because of its rich inlaid colors that last as long as the linoleum itself — but also because of its *backing*. Modern . . . exclusive . . . amazingly effective . . . this backing distinguishes Nairn from *all other inlaid linoleum* — represents today's greatest advance in floor coverings. Your dealer is ready right this minute to show you beautiful *Doubly Certified* Nairn!

NAIRN INLAID LINOLEUM

Made by Congoleum-Nairn Inc., Kearny, New Jersey, Makers of Guaranteed Floor, and Wall Coverings: Nairn Linoleum • Nairn Asphalt Tile • Nairn Self-Polishing Wax • Congoleum • Congowall

"NAIRN" IS A REGISTERED TRADEMARK

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Window Shopping

CONTINUED FROM PAGE 68

SHADE-Y STORY. A photographic lamp shade is made from your own transparencies, black & white, or color photos. Dark green or maroon shade is 14" x 16" x 11". With one 8" x 10" photo, made from your transparency, it's \$15; with 2 photos, \$20; with 3, \$25. If you supply 8" x 10" picture, shade is \$10 with 1 photo, \$12.50 with 2, \$15 with 3. Ppd. Order it from Niki, P. O. Box 269, Arlington, Virginia.



THERE'S NOTHING LIKE A NAME for giving a gift a special aura of thoughtfulness, and these silvery aluminum ash trays are certain to flatter enormously whomever you send them to. Big enough to please a chain-smoker, they come with either a big monogram, or a name written in script letters, 5 1/2" wide, \$2.50 each ppd. Terrace Novelties, 222-01 Linden Blvd., Cambria Heights, N. Y.



FLASH! Just wait until you see your pigtailed Steichen with the indoor Pixie Flash Camera! She'll shoot her own Rogue's Gallery, so before you do a Hula Dance or brandish a rolling pin, be certain you're not being snapped for posterity. It's simple to work, takes 14 2 1/4" x 3 1/4" pictures on each magazine of film, \$7.95 ppd. Film is 60¢. Wm. R. Whittaker Co., 915 N. Citrus Ave., Hollywood 28, Calif.



HIGH LIGHT. Now that April's here, you've turned your back on winter and are deliciously deep in seed catalogs and plans for your summer cottage. So to shine down on your country dining table, or to provide a reading light for the top bunk of a double decker, here's a pin-up student lamp. Solid brass with red or green glass shade, 6" wide, it's \$4.50 ppd. Crystalier, 485 Lexington Ave., New York 17.



39 in. settee
\$22.50

cast-iron chair
\$14.95

21-inch table
\$12.95

in lifetime
cast iron

Furniture of classic beauty from the Old South

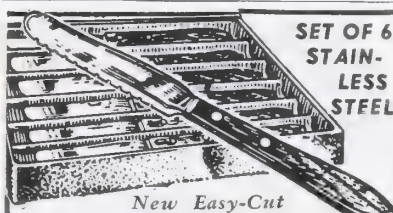
There's a charming, old-fashioned beauty about this cast-iron furniture... reminding you of magnolia blossoms and stately Southern homes. It's made in exact replica of priceless heirloom pieces that once graced an ante-bellum mansion. There's a lifetime of use in this furniture, and we consider its design superior to anything made today. (Freight charges collect.)

MYERS-PEACHTREE, 554 Peachtree St., Atlanta, Ga.

Complete 4 pc.
ensemble shown

59⁹⁵

SAVE \$5.40



SET OF 6
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STEEL

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■ REVOLUTIONARY NEW EDGE
MAKES CUTTING QUICKER
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3-way edge simplifies cutting—eliminates "sawing"—and does away with all sharpening! Blades permanently razor-sharp... will not rust or stain. There is no other set like this available anywhere! Mirror-finished stainless steel blade set in polished fine grain rosewood handle... firm, secure and permanent—can NEVER come loose. Handsomely gift boxed. Order today. Remit with order and we pay postage or C.O.D. plus postage.

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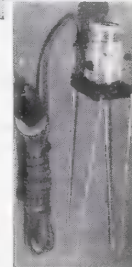
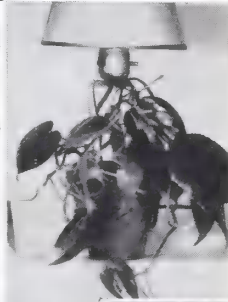
MAKE YOUR OWN Flower Lamp

It's fun and so easy! Just take your favorite flower pot or planter, press the prongs of this amazing LeLong Plant Lamp into the soil, add a shade and presto!—you have a beautiful lamp. The LeLong Plant Lamp provides the complete electric unit: a socket with 6 ft. cord attached to rustless movable prongs. The rest—the choice of plant, container and shade is up to you and your creative imagination. Ideal for bridge prizes, wedding presents and housewarming gifts.

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America's largest retail selection at lowest prices of open stock English Bone China. New dinner-
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New! A CHARMING, GRACEFUL "All Around" TABLE

FOR EVERY USE • FOR EVERY ROOM

This unusual, highly distinctive table is perfect for a flower stand, decorative end table, or under a mirror. Many uses for porch, patio, hallway—or to dress up that bare spot in the living room. Use one or a group. 4 sturdy, graceful metal legs. Top finished with colorful tile. 20 3/4" high, 9" square tile top. Not available elsewhere. Immediate delivery. Satisfaction guaranteed. NO C.O.D.'S

\$5⁹⁵
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\$11 PER PAIR

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All in one new thrilling cook book

Collected for over 20 years from all countries of the world. To your complete delight, you'll find each recipe, each procedure, fully described, easy to follow... handy note space by each recipe... extra suggestions for unusual holiday cookies; delightful illustrations. Attractive cover is "kitchen-proof"—soil resisting.

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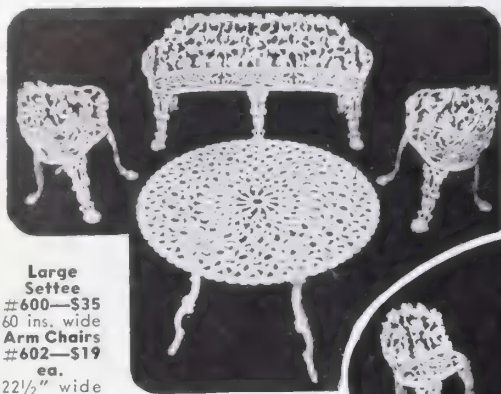


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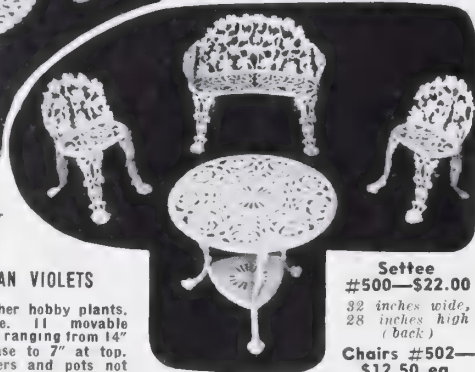
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Large
Settee
#600—\$35
60 ins. wide
Arm Chairs
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22½" wide

Authentic CAST IRON AND CAST ALUMINUM REPRODUCTIONS

All painted in long-lasting
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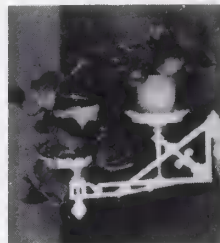
JUST THE THING FOR YOUR AFRICAN VIOLETS



or other hobby plants.
White. 11 movable
arms, ranging from 14"
at base to 7" at top.
Flowers and pots not
included. Send \$24.50.

WALL BRACKET for FLOWER POTS

12" long, 6"
high. Pot hold-
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Aluminum only.
Painted White
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Settee
#500—\$22.00
32 inches wide,
28 inches high
(back)

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\$12.50 ea.

16 inches wide,
28 inches high

#110 Table
\$22.50

Diameter 28
inches, height
22½ inches

#130 Table
Height 17½"
Dia. 21½"
\$10.00

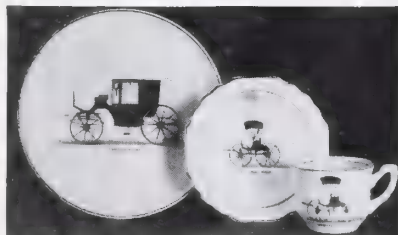
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42" x 27" wide. Folds to 6" width.
It's portable! Rolls thru doors,
and travels in auto while set-up.
Natural hardwood. \$19.95 ppd.
Complete with Kantwet mattress.
\$24.95. Guaranteed. Free folder.

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Miniature Sweeper

USEFUL GIFT
FOR MOTHER AND CHILD



For Little
clean-ups
every day

Educational
for Children



This genuine Bissell Sweep-
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to your own little queen.
Educational for little girls
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will like one, too, for those
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chanically efficient with bristle
brush and lever to empty
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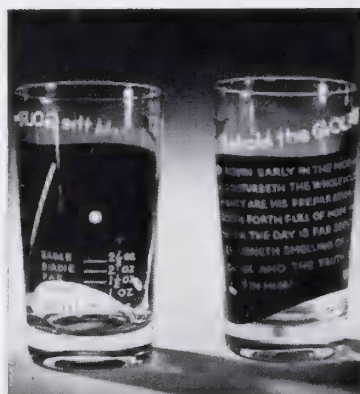


Window



HE'LL PUFF WITH PRIDE

as he puts a cigarette in this
amazing holder, and when it's
not working for his smoking en-
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neatly in place. To change it
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simply reverse the position of
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What might be an epitaph penned in
venomous humor on a Sunday
in summer by a golf widow, is
fired onto these 8-ounce highball
glasses. Resplendent is the fa-
miliar 19th hole and your drink
is measured out according to
your prowess on the course. be
you duffer or eagle. The set of
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The Mexican Indians use these earth-
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ladas. You'll serve fried eggs
sunnyside-up in yours. And the
flavor of foods cooked in them
will amaze you! Wonderful, too,
for baking casseroles, the set of
three ranges from 9" wide to 5"
and comes in terra cotta, cream
or cinnamon with Indian symbo-
designs. \$3.95 ppd. Old Mexico
Shop, Santa Fé, N. M.



ATTENTION FIBBER McGEE and all his
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has been designed for that family catch-all,
the closet shelf, and it's called the CLOSET VALET.
A series of corrugated boxes set up as hat
pigeonholes, and they're practically guaranteed
to bring order out of chaos. Average shelf accom-
modates nine. Each box 13"x6"x10". Immediate
Delivery—Satisfaction Guaranteed.

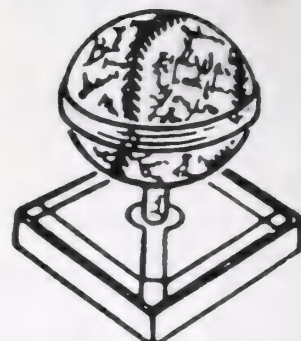
CLOSET VALET—Set of 3—\$1.39 ppd.

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BALL and AUTOGRAPH FANS! Entirely differ-
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Shopping



BARBAROUS BARBER. He looks like a gay and gentle Giuseppe, but he's made of such stern stuff that he lives on a diet of old razor blades. Get him for the bathroom, and you can stop worrying about the children cutting themselves on a discarded Gillette. Made of glazed pottery, with a slot for blade deposits, he stands 5½" high. \$1.50 ppd. Inderlied Shop, 22 Hillside Ave., East Williston, N. Y.



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Blessings on you genius-man for devising this plastic sandal for a barefoot girl. For now she can polish in non-smudging safety, walk around while nails dry. Plastic thongs keep each toe separate and one size fits any foot. \$1.00 the pr. ppd. Sunset Sales Corp., 1001 North Vermont Ave., Hollywood 27, California.

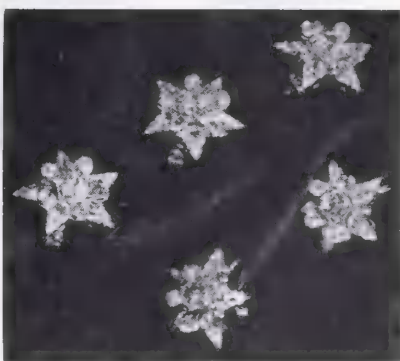


INTRODUCING A NEW PIE AND CAKE PAN WITH A DETACHABLE HANDLE. NO MORE BURNED HANDS. NO MORE BROKEN CRUSTS. Made from heavy aluminum, these 9" pans will give a lifetime of service.

Set of 1 pie pan and 1 cake pan with detachable handle \$1.60 or 2 sets for \$3.00 ppd. No C. O. D.'s.

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Spring Sparkle

Star Scatter Pins and Earrings. Brilliant First Cut Crystal. Pronged settings of rhodium finished silver. Group three pins on your spring suit or dress, with the earrings they'll be smart for both day and evening wear.

Pins \$2.25 each; Earrings \$5.50 the pair. Federal tax and PPD. included.

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CRYSTAL WATER PITCHER

Welcome gift for hostess or bride...our versatile crystal pitcher adds classic beauty to spring tables or favorite flower arrangements. Hand crafted for us by Gundersen to hold a capacious two quarts...\$8.50

Add 50¢ for postage and packing in America

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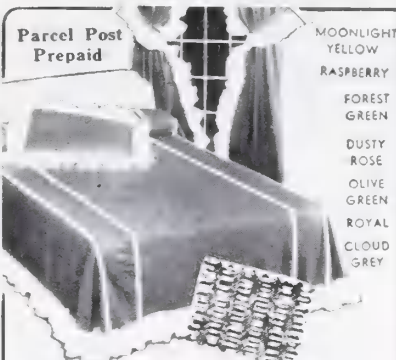
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EAST ORANGE

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MOONLIGHT
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GREY

Ruffled Seersucker

Twin Spreads \$9.95
Full Spreads 10.95
Drapes, 90" long 8.95
Pillow Shams 3.50
Vanity Skirts 5.95

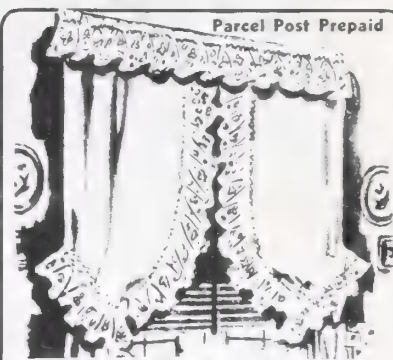
Practical, Solid Color, Seersucker Bedspread Ensemble... with billowy 5" snow white ruffle and white piping! It's colorful, washable, perfect the year 'round.

COLTEN'S

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Est. 1921

Parcel Post Prepaid



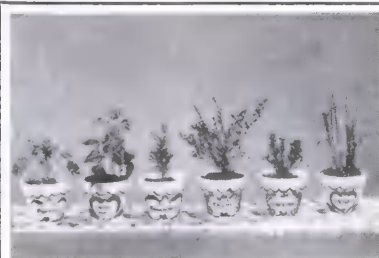
Eyelet Embroidered Organdy Curtains

54" long — 84" wide to pr... 9.95
63" long — 84" wide 10.95
72" long — 84" wide 11.95
81" long — 84" wide 12.95
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Swirls of 5½ inch eyelet embroidered ruffles on extra-sheer 76 x 72 count, permanent finish, snow-white organdy!

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THYME
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ROSEMARY
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QUAINT HERB GARDEN FOR YOUR WINDOW SILL

Imagine an old-fashioned herb garden on your window sill, with savory Thyme, Chives, Parsley, Rosemary, Marjoram or Sweet Basil blooming and growing in your kitchen! Hand-decorated and lettered in bright red and green on white ceramic 3" pots. May be planted to herbs, flowers—or used as clever, decorative pieces. GIFT BOXED—3 POTS FOR \$2.95, or, 6 POTS FOR \$5.75, postpaid.

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Small BUST WOMEN

Sizes 28 to 38

Special Design "Up-and-Out" Bra Gives You A Fuller, Alluring Bustline Instantly! NO PADS! NO ARTIFICIAL BUST BUILDUP NEEDED

Self-conscious about your flat-looking bustline? The sensational "Up-and-Out" Bra has an exclusive secret patent-pending feature to improve your bustline! No artificial bust buildup needed! All your clothes will display sweater-girl curves. Elastic back and easy-to-adjust shoulder straps. Beautiful washable fabric.

COLORS: Nude, white, blue, black. Sizes 28, 30, 32, 34, 36, 38. Only \$2.49.



BEFORE Miss Harris wore the "Up-and-Out" Bra, she was flat, unshapely, and shy.



AFTER she wore the "Up-and-Out" Bra, her attractive bustline gave her poise and confidence.



COLORS

NUDE
WHITE
BLUE
BLACK

One of our Many Satisfied Customers Below Says:
"It's amazing how its special feature gives my bustline real glamour."—Miss Doris Harris, Wichita, Kansas

SEND NO MONEY!

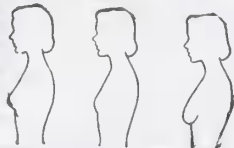
Send size, color, name, and dress today! Pay postman, on delivery in plain wrapper \$2.49 plus postage. Or send \$2.49 with order and we pay postage. Money-back Guarantee if not delighted in 10 days.

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296 B'way, N.Y.C. 7

Illustrated are some types who can be helped.

Special patent pending bust molding feature on inside of bra lifts, supports and cups your busts. No Matter Whether They Are Small, Flat or Sagging, into Fuller, Well-Rounded "Up-and-Out" curves like magic instantly.



Profile View Of Hidden Feature in Bra which does wonders for your individual bust problem.



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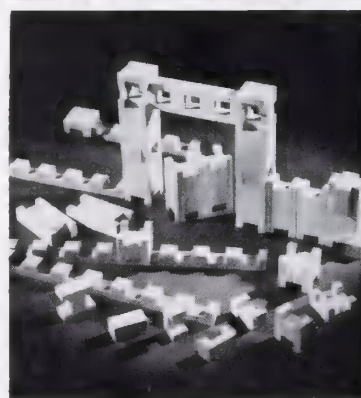
IT SERVES YOU RIGHT.

An exceptionally handsome soup or punch ladle, made of fine English plate, is a copy of an old Victorian piece, circa 1870; and if you send it to a bride who appreciates beautiful things, she'll bless you every time she uses it. It measures 12" long overall, and the price is just \$12.50. No tax. Postpaid from Julius Goodman & Son, 77 Madison Ave., Memphis Tenn.



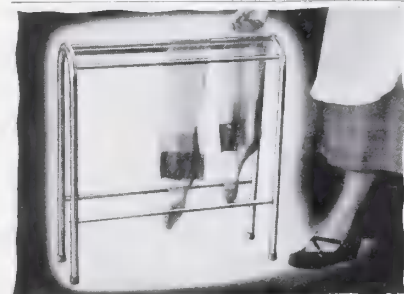
CANDLE CAPRICE.

No dull lard you when it comes to arranging attractive centerpieces, and the magic ingredients are your ingenuity and *Candlewood*! A set of 8 pieces, each with one candle holder, comes in mahogany, natural or dark wood finish, and with flowers or fruit or entwining leaves you can arrange them into more than 50 unusual designs. \$7.50 ppd. Susan Ranney, 17 East 82nd St., New York 28.



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A set of new interlocking blocks invented by the architect son of Frank Lloyd Wright, is made of wood in natural finish. And while a junior construction man's on the job he'll be learning co-ordination, developing creative ability. The Number 1 set of 39 blocks costs \$3.95. Number 2, has 70 blocks costs \$6.95. Add 30c post. Be Delves, 4110 Greenbush Ave. Sherman Oaks, Calif.



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Holds Complete Personal Laundry or 12 Towels

Gaychrome Handrack is generous in size. Extremely compact. Tucks away behind any door. Does away with the lingerie line in your bathroom. Made of tubular steel, heavily chromed, rust free, perfectly smooth, all set up. Size, 26" high, 24 1/2" long, 6 3/4" wide.

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The Indians simmer cooked much of their food to get fullest flavor and fullest nutrition! Now, you too can simmer cook electrically with

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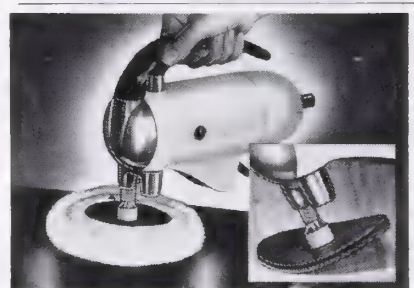
Money Back Guarantee. The Original Quality Fountain Brush.

Complete With 2 Foot Handle and Hose Nut. **\$4.95** Postpaid With 4 Foot Handle and Hose Nut. **\$5.95** Postpaid

2 foot—4 foot or 6 foot aluminum extensions with couplings—50c per foot

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USE ELECTRIC MIXER TO WAX, POLISH, SAND with new slip-on TOOLZON

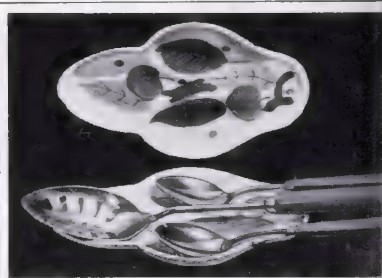
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TOOLZON for kitchen mixer or workshop drill **\$3.00**

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Spoon-Drip KEEPS STOVE TOP CLEAN

You'll love this clever and colorful ceramic Spoon-Drip dish. Holds 3 large kitchen spoons—keeps your stove top nice and clean. Comes with hole in end, and can be used for wall decoration. Size 8 1/2 inches long. Design is hand painted cherry pattern. Satisfaction Guaranteed! Order several for Gifts—

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Send for our folder on unusual gifts.

Abbott's Box 686-B Fort Wayne Indiana

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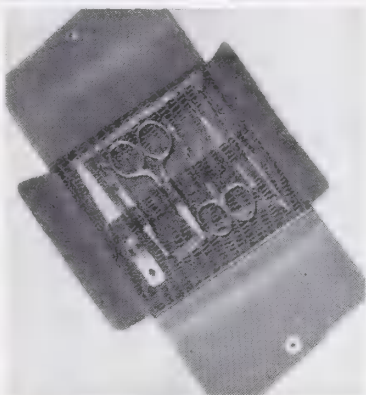
MAMMY'S GOT THE
MAKES in anticipation of a
 delicious wedge of water-
 melon set before her. But the
 of her favorite fruit is a
 per shaker and from her gaily
 red bandana comes the salt.
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 watermelon, 3 1/2" long and
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AMPENS CLOTHES
WITHOUT SPRINKLING
 clothes in; pour in water. In a few
 clothes are evenly dampened ready
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 g vinyl plastic. Won't stain, fade,
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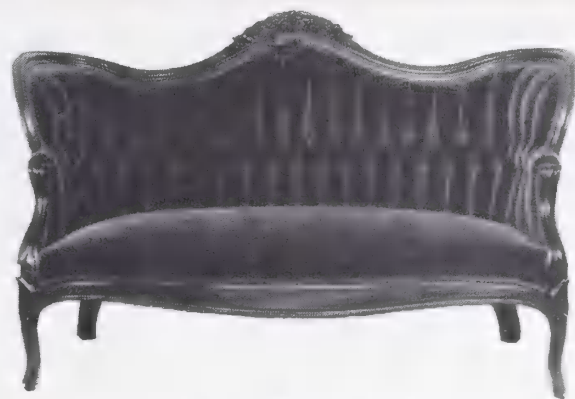


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 8 popular drinks. Snap on glass lip,
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301 Julia Street

Montgomery, Alabama

References: Alabama National Bank, Montgomery.



No. 100 No. 112 No. 114 No. 115
"Designed for Atmosphere"



This black cast iron Trivet Planter offers some-
 thing brand new with old fashioned charm. Eye-
 catching flattery for that bare bit of wall space.
 Mounted handsomely with solid copper or brass 3"
 Tom Thumb pots. Without the pot it is perfect for
 protecting table from hot dishes, flowerpots. State
 choice of Trivet style (shown at top) also choice
 of brass or copper Tom Thumb pot.

TRIVET Alone \$1.25 \$1.95

Monthly Bulletin by Request

The VILLAGE STORE of LAKE PLACID
 LAKE PLACID, N. Y.

Add Beauty, Lustre To Your Kitchen! KANISTER SET

in bright Tu-tone
 aluminum

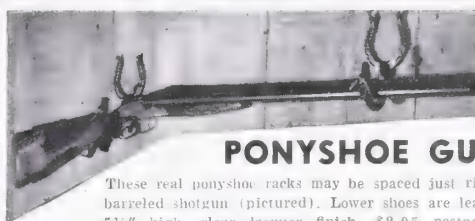


Another dream for
 dream kitchens

Four beautifully fin-
 ished (non-tarnishable)
 pieces. Kromex, bright, new
 Tu-tone finish. Close fitting
 tops, with modern Bakelite knobs. Extra
 large size for flour, sugar, coffee and tea.
 The perfect kitchen shower or wedding gift.
 Ideal party prize. Order a set for self,
 one for gift. Postpaid—no C.O.D.'s.

Matching Grease Set — Salt and
 Pepper Shakers and Grease Container **\$2.35**

Edgewood Gifts
 156 Edgewood Ave., N.E., Atlanta, Ga.



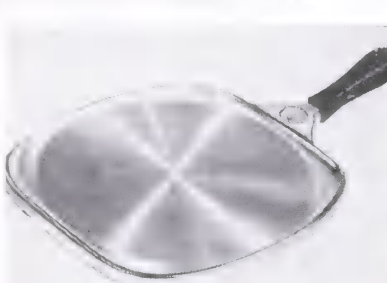
**GOOD LUCK
 for
 Hunters and Guns**

PONYSHOE GUN RACKS

These real ponyshoe racks may be spaced just right to hold a 22 or a 12 gage double
 barreled shotgun (pictured). Lower shoes are leather lined to protect and cradle guns.
 7 1/2" high, clear lacquer finish. \$2.95 postpaid. Shipped same day. No COD's.

Perfect for collectors and all hunters.
 Send for folder showing other horseshoe gifts.

5 Muzzey Street Horseshoe Forge Lexington 73, Mass.



GRANDMA LAYNE'S PANCAKE GRIDDLE WITH BUILT-IN THERMOMETER

A built-in thermometer in the handle tells you
 exactly when the temperature is right for the
 most perfect, golden-brown-clear-to-the-edge
 pancakes you've ever eaten! No more "tough"
 pancakes from a too-cool griddle, or "doughy"
 in the middle kind! from overheating. Heavy
 cast "cookware" aluminum, satin finish. Accu-
 rate, dependable, guaranteed.
 Prices postpaid. No C.O.D.'s

Large, square 4-Cake size \$5.95

Round, 3-Cake size \$3.95

LAYNE MFG. CO., Dept. H.B.
 2035 Milan Ave., South Pasadena, Calif.



WEST BEND'S—New Versatile Electric BEAN POT for ONLY \$6.50 ppd.

Engineering ingenuity, striving to lessen the task of home makers, has reached the height of practicability in producing this BEAN POT-FOOD WARMER—at a Low Price!

Baking beans and retaining the flavor to perfection, it also serves for cooking cereals, stews, soups, etc. and is ideal for "warming up" and "keeping hot" foods and beverages.

Real ceramic pot, separate from chromium-plated metal heating unit. A.C. or D.C. current. Polished metal cover—2 qt. capacity, 8" high x 7 7/8" diam.

\$6.50 price includes cord & excise tax
Send for "GIFTS PREFERRED" catalog.

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**TEXAL
Mistifier
ELECTRIC
SPRAYER**

Has These
Exclusive Features:

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Yes, **NIIEW** you can paint the new modern easy way with a precision tool. The Texal Sprayer is built to give you professional results. **BUY A TOOL . . . NOT A TOY!**

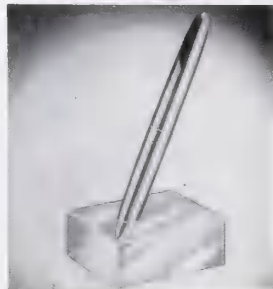


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No Compressor or
Extras to Buy

Perfect for enamelling wood or steel, lacquer, glossy paints, varnish, waxing, oiling, staining, mothproofing, exterminating, disinfecting. Auto, boat, and equipment refinishing, outdoor furniture, hundreds of other uses.

Send check or money order. We pay postage. Money back guarantee in 10 days if not satisfied.

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Miniature ball point DESK PEN SET

\$2.60 postpaid

So very smart and convenient for desk or telephone table. 2x2 1/2" block of clear lucite holds 3" gold metal ball point pen. Refills 25¢ ea.

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ALBERT STEIGER COMPANY
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ANTS TO YOU

Here's an educational gift that will give you an adventure beyond your imagination. Live ants before your very eyes in this glassed-in, escape-proof village. Discover the village has workers, guards, engineers, soldiers, etc. Watch as they dig their tunnels and perform unbelievable feats. No one is too old to enjoy America's new hobby. Can be placed in any room. Also ideal for classroom and a pastime for the ill. Makes an hour pass like a minute. Size 9 1/2" x 11". Ants, food, and instructions for care furnished. Shipped anywhere in U.S.A. Delivery condition guaranteed. \$5.00 EXPRESS PREPAID. (No C.O.D.'s, please.)

THE ANT KING

VILLAGE CRAFT SHOPS

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GUEST E-X-T-E-N-S-I-O-N TOWEL RACK

TRIPLE YOUR TOWEL SPACE!

Every bathroom needs the extra towel space provided by this wonderfully efficient towel rack. Just hang it on your own rack—round or square—no screws or bolts. Brilliant Chromium plate over nickel on solid brass—no polishing. Adjustable 15" to 25" long. Will last a lifetime.

Single bar extension, \$2.45 Ppd.

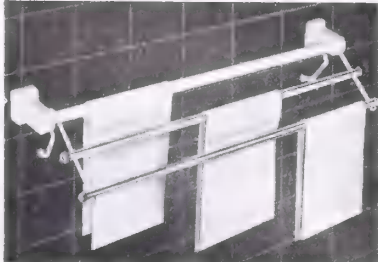
C.O.D. if desired; fees and postage added

ALLEN METAL PRODUCTS CO.

24 Lefferts Rd. Yonkers 5, N. Y.

You can take it with you

\$3.95
POST-PAID



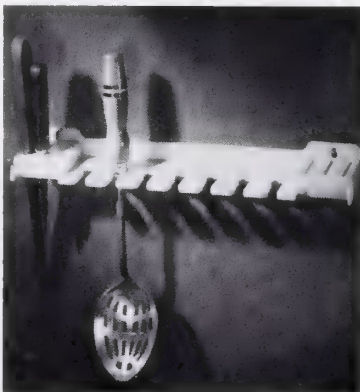
Window



ICE-MIZERS are everything good glasses should be. They don't sweat, so your hands aren't unpleasantly damp, and they hold good news around a bridge table. They leave no rings on table and hold ice cubes for over an hour, which should endear them to any host. Of coated aluminum with a pearl lacquer finish, set of 4 in 4 assorted colors, is \$3.50 ppd. Glasscraft, 920-B Chicago Ave., Evanston, Ill.



TELEPHONE BOOK COVER. The good old telephone directory may rank high on the list of what America is reading but it is not distinguished for its beauty. So we think you like this handsome leather cover for it. In rich green, wine, chestnut, it comes to fit all standard sizes. (Specify thickness) \$6.95 ppd., incl. monogram. James Stuart, 410 Delaware Ave., Wilmington, Del.



HOLDING ITS OWN, whether it's kitchen utensils or your husband's tools, this plastic rack is sure to bring order into your life. It holds everything from strainers to pot holders, has special sections for knives. In red, yellow, blue, or green, it comes with screws, measures 12" long. \$3.95 ppd. No c.o.d.'s. You can order it from Clara Glukes, 5046 Colfax Ave., North Hollywood, Calif.

KEEP SLIM and TRIM



NOW!

Beauty massages in the privacy of your own home. This lightweight plastic patented machine replaces the busy hands of the finest masseurs. Rows of rubber massagers with INFRARED heat tend to keep away that flabby fat feeling—so easy to obtain. So easy and convenient to reach all parts of the body. Excesses on stomach, thighs and hips just seem to melt away.

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AC-DC 110 to 125 volts. Ready to plug in. SEND NO MONEY. Just forward your name and address. Postman will deliver ROLL-A-RAY right to your home. Pay him only \$9.95 plus postage charges. If you prefer, send check or money order for \$9.95 and save postage charges.



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Pedigreed Pups



These lovable forlorn rascals start 5 inches high. They are hand made by master craftsmen of fine Italian majolica. Complete with colorful ribbon bows, they are ideal for breakfronts, bridge prizes or gifts.

Postpaid for only \$3.00 per pair. Sorry—No C.O.D.'s.

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Shopping



THE BROWNING VERSION.

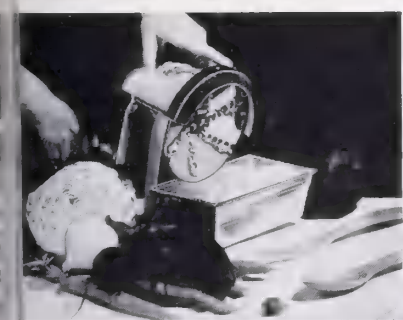
The gayest service that ever poured forth a morning brew is called "Breakfast at Seven." Made of porcelain, it consists of a scientifically designed drip-potator and 8 coffee mugs, all decorated in bright colors with the song from *Pippa Passes*. Its cheeriness will make even a Mr. Morning Grumps feel that all's right with the world. \$16.95 plus 15¢ post. Rich's, Atlanta, Ga.



RING CADDIE looks like a smart scatter pin when you wear it on your lapel, but it really earns its keep. The stem of the leaf design arches upward to hold your rings while you're washing your hands, doing the dishes, or rinsing your nylons. In sterling silver or gold plate, it's \$2.25 including tax and postage. You may order it from Retko Products Company, Box 102, Maplewood, New Jersey.



HAIL, CAESAR. The way visitors to New York go home with tales about Radio City or the Stork Club, visitors to California return with the memory of a Caesar salad. After testing this salad dressing kit, we don't blame them. It includes a 6-oz. jar of the original Caesar dressing, proutons, and Parmesan cheese. Recipe is on the back. \$1 ppd. Lorraine Burton Foods, 2046 Broadway, Santa Monica, Calif.



NEW! SHREDDER & GRATER

the kitchen wonder for preparing salads, fruits and vegetables in a jiffy!

A half hour's cutting, shredding or grating chore is reduced to minutes. Completely safe... No skinned fingers. Easy to turn crank! Easy to clean! Three interchangeable corrosion resistant stainless steel blades... rubber cushioned base. No marring clamps.

Order by **\$5.95** POSTPAID
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THE HAINES CORPORATION

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Full-page swatches—split for comparing—make it easy to develop color schemes for your home! Over 100 selected, up-to-the-minute colors—some standard, some with exact mixing instructions. Includes color schemes, etc. Only \$1.50 postpaid—send check or money order today. The O'Brien Corporation, Dept. H-4, South Bend 21, Indiana.



Refinish—Redecorate THE EASY WAY!

Dremel Electric SANDER POLISHER — MASSAGER

ONLY **\$14.85**



Let Dremel Sander-Polisher do your tedious sanding and polishing jobs while you merely guide it! It's so easy to handle, even a child can use it. Craftsman, hobbyists, housewives find: As a sander, it's unexcelled for putting a satin-smooth finish on woodwork, walls, furniture, etc. Straight-line (non rotary) action cannot burn or scratch surfaces. As a polisher, it does a professional job on furniture, cars, shoes, all waxed surfaces. Ideal for massaging tired, aching muscles, too! Delivers 14,400 strokes a minute... has only two moving parts... never needs oiling. Operates on 110-120 V. AC. **MONEY BACK GUARANTEE** Dremel Electric Sander is furnished complete with 6 sheets Garnet paper and 2 polishing pads. Send only \$14.85 (check or money order) and we ship postpaid. Or send \$2 now and pay postman balance plus postage. Money back if not delighted after 5 days' trial.

DREMEL MFG. CO., Dept. SP490-D, Racine, Wis.



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GREAT FOR AUTO POLISHING

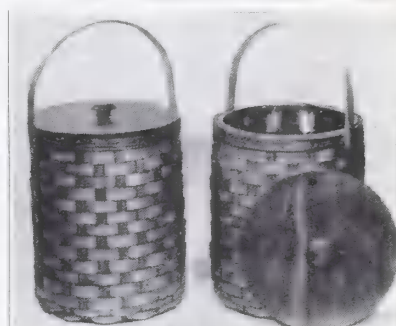


Banish Fear

with **BEAU ALARM**

When terror strikes, just flick the button... Beau Alarm releases a screaming police siren blast heard for blocks. Frightens intruders, summons immediate aid. Runs full 40 seconds, cannot be shut off. Perfected by a leading burglar alarm manufacturer, Beau Alarm is compact, attractive, precision engineered to last a lifetime. Weighs only 10 oz., fits perfectly in purse, coat pocket, glove compartment, or on night stand. Uses no batteries. You may never be faced with such a terrifying emergency... but if you ever are, Beau Alarm is the safest and most economical security insurance you can buy. Attractively designed plastic case in Rich Ivory or Deep Maroon. **\$9.95** postpaid or COD plus postage.

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Refrigerator Basket!

Keeps Food Or Drinks Cold (Or Hot) For 24 Hours!

A sensation for picnics, garden parties, all entertaining. Keeps ice intact 24 hours. Keeps food or drink cold or hot 24 hours. Holds about 12 average bottles with ice around them; or 5 qt. bottles; or 18 beverage cans. Insulated. Heavy plated lining. Outside woven oak, walnut finish. Approx. 14 in. high, 11 1/2 in. diam. **\$6.75** Prepaid...

Send Check or money order. Sorry, no C. O. D.'s

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HOUSE AND GARDEN STORE

524 N. Charles St. • Baltimore 1, Md.

ALL-STEEL JUNGLE GYM

At last, a 28-cube metal climbing apparatus for the home and small school play-yard! Rugged construction. Uprights are made of 1 1/4" square tubing; green enameled. Horizontals made of 1" rust-resistant galvanized round tubing. 60" x 60" x 84". Weight 110 lbs.

\$59.95

Tot's Climbing Gym consisting of 10 cubes. 40" x 40" x 60". 40 lbs.

\$39.95

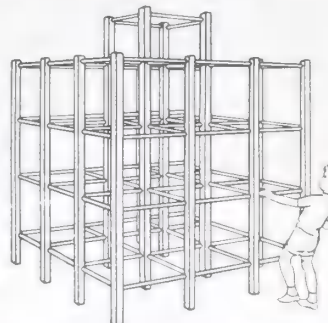
Shipped Express Collect

Send for free catalog of play-yard equipment.

CREATIVE PLAYTHINGS

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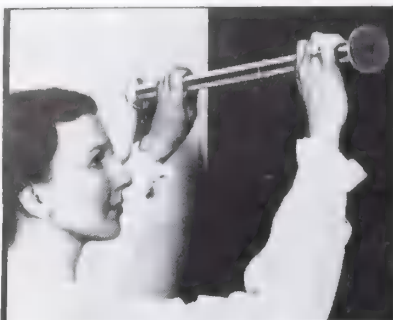


Your Ironing Troubles are over.



When you iron with the "KORDAWAY" it guides the iron cord, while you glide the iron over the ironing board. Saves time, temper, protects cord from burning out or fraying. Fits all makes of irons, old and new with cord attached. A necessity for every home. A new household robot. Buy it, try it. Satisfaction guaranteed or money refunded. Only \$1.50 postpaid. Send cash, check or money order to—

KORDAWAY CO., Dept. W-4, 1220 So. Alvarado St., Los Angeles 6, California



NO BRACKETS—NO SCREWS *Readi-Rods*

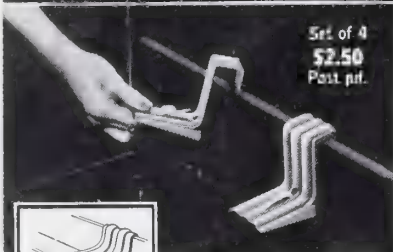
- Clothes Closets
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Sturdy, polished aluminum rods with non-mar ends—NOT SUCTION CUPS—can be put up in a minute . . . simply extend to walls . . . turn until tight.

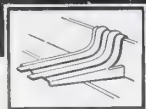
24"-41" \$2.95 30"-51" \$3.50 48"-72" \$5.95
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ANDREW COMPANY
BOX 57 FINDLAY, OHIO

YOUR BED CAN'T COLLAPSE WITH THESE NEW BEDSPRING SUPPORTS



Set of 4
\$2.50
Post. paid.



NO. 4 FOR WOOD RAILS

NO. 3 FOR IRON RAILS Banish forever those unsafe, dust-collecting bed slats. These patented Bedspring Supports will never let your bed collapse; won't collect dust. They lock springs securely, prevent spreading of rails. No. 4 fits any standard wood bed rail up to 1" thick. No. 3 fits iron rails. Made of heavy steel; felt lined to protect rail. Fully guaranteed. No COD's. State finish of bed and whether coil or box springs used.

BROCK & CO. 1710 N. Decatur Rd., N. E.
Atlanta 6, Georgia



COMFORT WITHOUT CUSHIONS NEW WROUGHT IRON FURNITURE STAYS OUT IN ALL WEATHER

No cushions to take in! New, all-metal chair guaranteed against rust for six years by Salterini's famous Neva-Rust process.

No. 0664 Sta-out Arm Chair with pull-out tray. \$44.50
No. 0663, without tray. \$39.50
Finishes: Statuary Bronze, Antique Ivory, Shrimp Pink
SHIPPED F.O.B. MEMPHIS

THE Four Seasons SHOP

Stylists in Wrought Iron and Rattan Furniture
59 S. IDLEWILD, MEMPHIS, TENNESSEE

DODSON BIRD HOUSES

Designed by America's foremost bird authority—a model to attract every desirable song bird. Quality built, exclusive features.



Add charm to your garden. Befriend birds and they will rid your premises of insects. One martin destroys 2000 mosquitoes a day.

DODSON'S FAMOUS SPARROW TRAP



The humane way to get rid of these pests. Writes one man "Well pleased with trap. 26 caught today and sea- of strong, welded tin wire. Will last for years. Empty trap once a day, releasing good birds. Size 36x18x12". With Receiving Box \$16.50 f. o. b. Kankakee. Send for FREE CATALOG or 10c for 32-page book "Your Bird Friends—How to Win Them."

JOSEPH H. DODSON CO.
865 Harrison Ave., Kankakee, Ill.

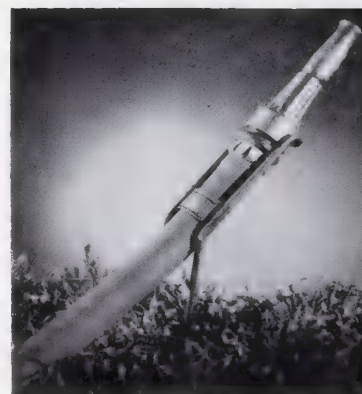
Window Shopping



CLIPPING SERVICE. Now that you've recovered from the throes of the Internal Revenue Bureau, no doubt like us you've resolved to keep all receipts, bills, and items deductible. And it's not a minute too soon to start with these 10 plastic clips marked "Bills," "Receipts," "Checks," etc. The money you'll save on aspirin will soon pay their \$1 price. Ppd. Norman's, 416 Mill St., Bristol, Pa.

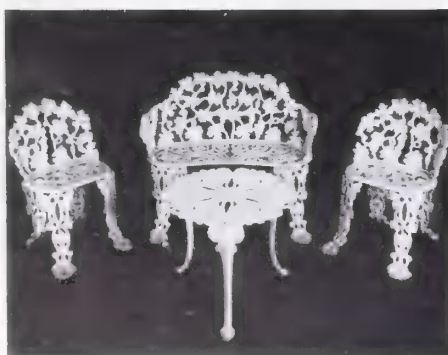


EASY TO SEE. A window pane thermometer of the bi-metallic coil type is mounted directly on the outside glass, facing into the room, so you can tell at a glance what the weather is up to from as far as ten feet away. With it comes a capsule of cement for mounting it, and gift boxed, it's \$1.50 postpaid. Brad Lee Gifts, 22 Bedford St., Waltham 54, Mass.



SPRAY-RITE. When ole So gets at your velvety green lawn you know too well what happens—tufts of brown grass mar its verdant beauty. So this summer be prepared with Spray-Rite. Just attach it to your garden hose, push it into the earth, and direct the spray on the most arid spots. Made of heavy metal, 35¢ each, 3 for just \$1. ppd. Leslie H. Johnson, 201 W. Seventh St., St. Paul, Minnesota.

(Continued on page 85)



SPECIAL PRICES on this Cast Iron Furniture

(LIMITED TIME ONLY)

Regular Price
1 Settee \$25.00
2 Chairs \$15 ea. 30.00
1 Table 12.50

Total \$67.50
Our Special Price \$44.50

Saving 23.00
(Chairs with arms \$8.00 extra)
Oblong Table may be substituted.

Painted in permanent White. Sturdy, graceful, in grape and other designs. Also in cast aluminum at same prices.

Send check or money order. Crated free. Pay freight or express when you get furniture. Immediate delivery.

Avondale Foundry Co.
2500 27th Ave., N., Birmingham, Ala.



Imported CUCKOO CLOCKS

The Heirloom Clock with a Personality. HAND MADE, HAND CARVED by the little clock makers in the Black Forest, who have made them the same way for generations. Hand rubbed antique finish. Five models from \$15 to \$50. Because I import them direct, you save 25%. Guaranteed. Write today for illustrated folder B.

LOIS REICH, Quivira Lake, C Kansas City 3, Kansas



Exciting! Thought-Provoking! CROSS-WORD CARD GAME

Play SARK, the exciting, new cross-word card game that's sweeping the country. One or any number can play. Stimulating, thought-provoking, intelligent fun. Play SARK for money, marbles, or mental supremacy.

Easy to play. Just shuffle the cards (each bears a letter) then turn them up one by one and mark each letter on a special squared-off score sheet trying to make 3, 4, or 5-letter words. Attractive kit contains 54-card deck, rules, score sheets.

Only \$1.00 postpaid Money-back if not delighted

Send \$1.00 today to Dept. 17
OWENS KRASS, INC. Rochester 10, N. Y.

Custom Cornices

Achieve the window beauty you always wanted with Kay Roy Custom Cornices, made to your specifications. We make every type of Cornice in every manner of finish, assembled or unassembled, painted or unpainted or fabric covered. We install rods and traverse track. Write for full particulars and prices and include as many details as possible in first letter to avoid delay. About \$6.95 for 4 foot Cornice 12" deep of ornate design. We have some designs. We pay shipping charges when order is accompanied by check or money order in full remittance otherwise 1/2 with order and balance C. O. D.

The Kay-Roy Co.

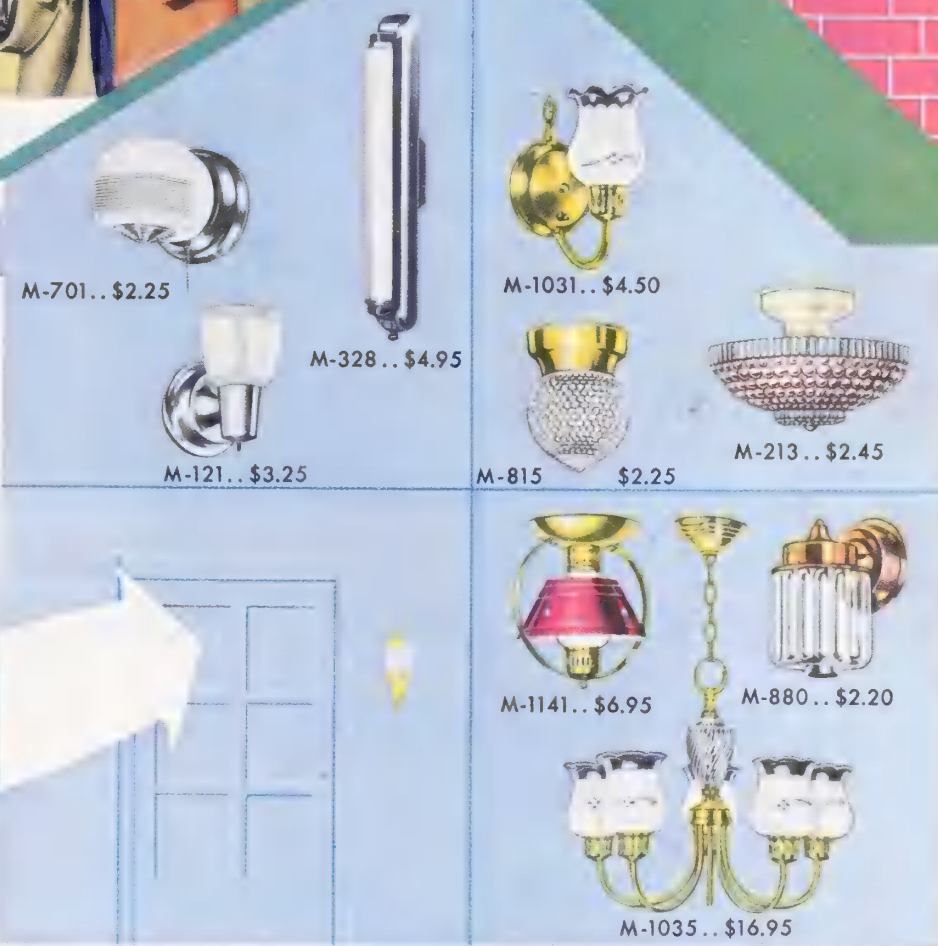
249 River St. Troy, N. Y.



TAKE IT HOME ...



HANG IT UP...



Prices slightly higher west of the Rockies.

IT'S SO EASY TO RE-LIGHT WITH...

Just let that man-of-the-house see how easy it really is (following the few simple instructions in each carton), and your home will sparkle with lovely, new fixtures. There are Ranch type, Colonial and Modern styles; hanging and close-to-ceiling fixtures; wall-bracket models and glowing fluorescents . . . dozens of fascinating designs for every room. Choosing is fun, too! The brightly-lighted Moe Light Home Lighting Center at your favorite Department, Hardware, Electrical or Wallpaper and Paint Store makes it simple to select your fixtures, and the surprisingly modest price tags will delight you. NOTE: If you are planning to build, your Electrical Contractor will be glad to help you select from a wide variety of the famous MOE LIGHT Fixtures.

MOE LIGHT, INC., Fort Atkinson, Wisconsin
formerly Moe Brothers Manufacturing Company

to Re-Light when you redecorate. for a beautiful 32-page full-color book just packed with bright new ideas in home lighting. Enclose 25¢ in coin over the postage and handling.



FAR EASTERN FLAVOR in an intimate new grouping. Three-quarter sofa also effective in pairs. Barrel chair gives comfort without bulk. (Both covered to your order.) Cocktail, end tables are of finest mahogany.



A new idea in
furniture...to bring your
dreams up close

YOU'LL love the Heritage-Henredon idea! For they've constructed living room, dining room, bedroom pieces that have the artisanship of custom designs, yet are priced way below custom levels.

So start your "dream home" by sending for the Heritage-Henredon booklet.* Study the scores of beautiful designs. Choose as many as you can now —add more later.

And remember, each genuine Heritage-Henredon piece carries their proud hallmark. Look for it, before you buy!

*Picture-packed booklet, 25¢! More than 100 fine furniture designs, decorating ideas. For your copy, plus name of nearest dealer, write Heritage-Henredon, Dept. HB, Morganton, N. C.



CHIPPENDALE CHAIR BACKS inspired this bed, its curved elegance echoed in the roomy, 12-drawer double dresser and night table. (All in genuine mahogany ... representative of a wide selection of beds, chests, dressers.) Lounge chair is soft-cushioned.



**Heritage
Henredon** *fine furniture*

CUSTOM QUALITY at PRACTICAL PRICES

Heritage-Henredon ... Factories at

Morganton, Mocksville & High Point, N. C.



*"I know from experience,
Venetian Blinds should be custom-made"*

—says smart homemaker

Columbia
VENETIAN BLINDS

ALSO WINDOW SHADES • LACE NET
CURTAINS • LACE DINNER CLOTHS

It's easy to see why: Columbia Custom-Made Venetian Blinds, for instance, offer you advantages you never find in ordinary blinds,

- individual window measurements by your trained Columbia Dealer
- tailor-made blinds that fit each window precisely
- choice of 15-room-matching slat and tape colors
- easy tape removal, thanks to "Clip-Grip" Fasteners at top and bottom



**Exclusive Columbia SNAP-STOP holds
blind firmly in place—no swing or sway.**

Yes, Columbia Custom-Mades offer you all these unique features for only a trifle more than the cost of ordinary blinds! That's why smart shoppers look for the Columbia label. It guarantees finely enameled slats for easy cleaning, honey-smooth mechanism, and a decorative headbox that hides all working parts.

At your local Columbia Authorized Dealer,
leading department and furniture stores, shade shops.



Handsome Venetian Blinds give this bedroom important color emphasis—unify the decor. Columbia skill and precision-fit insure day-to-day satisfaction from faultless mechanism.

GULISTAN CARPET

STYLED BY

Jacques Fath

Act now, and you can be among the first in your community to be the proud owner of a carpet by Jacques Fath. And when you say, "My carpet is an original Jacques Fath," how happy you will be, knowing you have the last word in style . . . carpet styled by a top name in the field of fashion . . . carpet loomed by Gulistan in the renowned Renaissance weave. One of the seven glowing colors will be *perfect* for that room of yours!

Gulistan, long the carpet of famous decorators, is now more than ever *the* carpet for style—and of course the quality is unquestioned. Yet Gulistan costs no more than ordinary carpet. You owe it to yourself to see this carpet right away. About \$15.50 per sq. yd., higher in the West and South. Others \$5.95 up.

•
*Don't miss the 1950
Carpet Fashion Opening—
April 17-27—
at your Gulistan Dealer's.*

The Carpet:

A Jacques Fath original
by Gulistan.

The Gown:

A Jacques Fath original
by Joseph Halpert.

Window Shopping

CONTINUED FROM PAGE 80

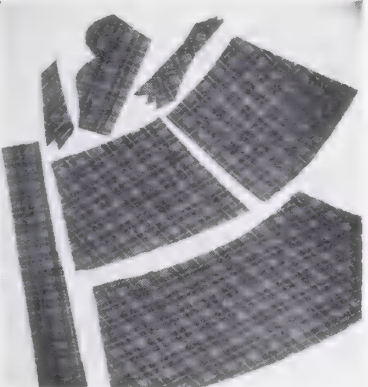
SCENT INSURED. "Wickie" is a traveling companion that will fast earn a hallowed spot in your purse or week-end case, because she knows how to behave on a aunt. An absolutely leak-proof dispenser made of aluminum. Stands 13 1/4" high and comes with a plastic syphon for special delivery from your perfume bottle. In pastels or silvery metal. \$1.25, gold, \$1.95. ppd. Corté, 19 Sterling Rd., Brockton, Mass.




POCKET STAPLER. Every time we called at the cobbler's for our husband's brogues, we'd paw through our bag in vain for the ticket. Next stop, the laundry, same story—but now we press our open-sized pocket stapler into service and consider ourselves well organized. It totes in pocket or purse, staples up to 16 sheets. Maroon, green, gray, tan, or black, with chrome top. \$2.95 ppd. Weed & Co., Buffalo, N. Y.



PRE-CUT PATTERN that even a neophyte can turn out with a couturier's aplomb, comes in a gay Scotch plaid. So, all you do is stitch it together, decorate with the trimming included, and your little lassie will have the bonniest frock in the neighborhood. In sizes two to six, it's just \$1.95 ppd. Myla of Hollywood, 7471 Melrose Ave., Hollywood, California.



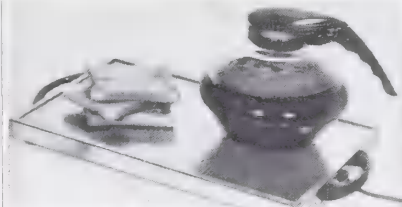
"CRACKLED" GLASSES



from California

You'll be delighted—and so will your guests—when you serve with these exquisite "Crackled" Glasses. A new fashion in glassware, these beautiful tumbler and old fashioned sets (or highball and juice sets) are now offered by mail for the first time. Each glass is hand blown and double fused to assure superior quality and durability. Available in assorted or one color sets of amber, green, blue, amethyst or crystal. Money back guarantee. Send money order or check. One dollar deposit on C. O. D. orders.

8 Old Fashioned Glasses \$5.95 ppd
8 Tumbler Glasses 6.95
TECHNICAL GLASS COMPANY
650 E. 48th St., Los Angeles 11, Calif.



Why Eat Luke-Warm Food? THIS HOT-PLATE TRAY WILL KEEP FOOD HOT

You have read about radiant heat glass. . . . Now at last this amazing new discovery, the HOTRAY available to serve you.

This electrically heated tray, thermostatically controlled keeps food hot for hours—ready to eat at all times.

You cannot be without it—for television entertaining—at mealtime—for parties—the sick room.

Made of sparkling radiant glass, harmonized with gleaming silvery frame—2 insulated, plasti-cool handles.

Convenient size 9"x14", AC only.

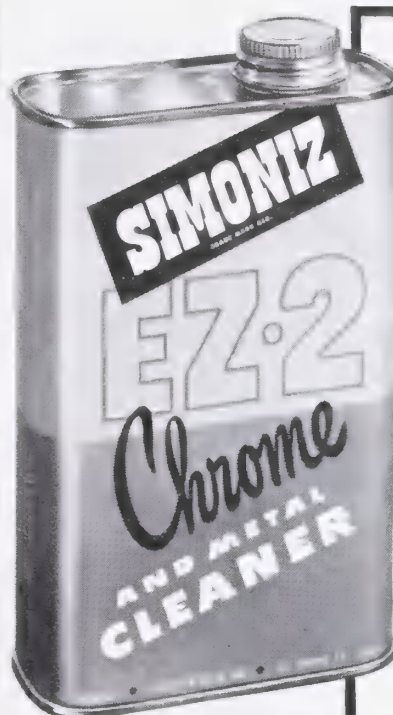
So inexpensive at only \$9.95.

Express collect. Unconditionally guaranteed.

Ideal wedding and housewarming gift. Write for free catalog S

National Gift Co.

545 Fifth Ave. New York, N. Y.



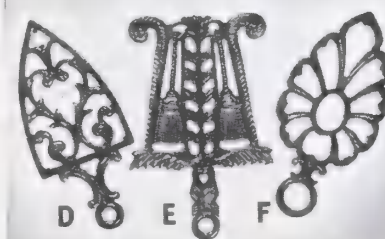
Brightens
metal like
magic!



Simoniz EZ-2 Chrome and Metal Cleaner is marvelous for restoring the sparkle of all bright metal parts in the home (on cars, too)! Simply apply with cloth, let dry, wipe off. Easily removes tarnish, discoloration—even rust! Send 59c check or money order for pint size.

THE SIMONIZ COMPANY, CHICAGO 16, ILL.

Beautiful Trivets



You'll Want to Own!

They're so useful, so ornamental . . . as coffee pot, tea pot, and hot plate holders; cake coolers; as a base for vases and flower pots; for unusual wall and mantel decor. New designs, each 8 inches long, in rich smoky black cast iron: (D) Cathedral; (E) Tassel & Grain; (F) Dewdrop, \$1.00 each, 3 for \$2.75, postpaid. Also in solid brass, \$2.75 each, 3 for \$7.50, postpaid. Orders shipped promptly.

NOVELTYME Studios HELLAM 2
PENNA.



Swedish Butter Warmer

Serve your melted butter for waffles and seafood in this attractive, 3-piece butter-warming set imported from Sweden. The finest stainless steel and beechwood are combined to make butter preparation neat and quick. Lipped pan is 3 1/2" in diameter. Also has lid and drip tray. A practical and unusual gift. \$3.95 postpaid.

*** Keeps Your Silver Beautiful

Your silverware stays bright and ready for instant use when you wrap it in our new silver wrap made by Pacific Mills and endorsed by Gorham silversmiths. Holds up to 100 pieces of flatware. 18" x 31" \$1 ea. ppd.



*** Speedy Hosiery Washer

Your nylons last longer if you wash them in this new swirl action washer. A pinch of soap flakes . . . a few shakes . . . and your dainties are clean. No snags. \$1 ppd.

Dept. B-1, Northmore's, Highland Park, Ill.



Lovely "Arton" China Lamp

decorated with embossed hand-painted floral bouquet in natural colors. Gold-plated metal base. Shade is hand-made of eggshell faille. Pattern "Aster" (illustrated) has forest green trim on shade. Pattern "Camellia" has wine trim. Pattern "Tulip" has gold trim. Overall height is 29". Ideal for period or modern. Shipped express collect within 2 weeks of order.

Price complete \$19.98.

No C.O.D.'s.

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MY TWIN DOLL LOOKS JUST LIKE ME

Your child's face, hand tinted, is the face on this fascinating doll created in Hollywood. See your child's actual personality reproduced on this amazing playmate. Send photo or snapshot (full face) giving color of eyes and hair. Photo returned intact along with sturdy stand-up twin doll, plus 2 complete paper wardrobes, 1 in full color, 1 for the child to color. Price—only \$2.00 postpaid. Delivery in about 2 weeks. A perfect gift or keepsake. Delight your child NOW—order one for her TODAY.

MY TWIN DOLL CO. Dept. 94

8424 Melrose Avenue • Hollywood 46, Calif.



DRESDEN PORCELAIN

Baskets with pierced gallery, trimmed with gold and forget-me-nots, a fine cabinet piece or useful for candies, oval shape 4" x 4 3/4". **\$5.95**

3 1/2" x 4" **\$3.50**

Add 35c for shipping

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77th

YEAR

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Entrust your silver to responsible hands. Every Bromwell guaranteed silver restoring service measures up to an uncompromising standard of perfection. Antiques restored. Ask for our silverplating booklet No. 78. Write for estimates. Our references your bank or credit agency.

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WITH A Hey Mommy Mommy

SPRINGTIME IS HERE

And some indirect helps for Spring cleaning this year.



For her... to make outdoors perfect this Spring — New HOOPS (in two sizes) with bells that ring. Including rolling stick:

22 in. \$2.00* 28 in. \$2.25*

For him... be he truckman or dealer in sand. This PICK-UP SAND LOADER is much in demand.

18 1/2" high, sturdy steel \$2.75*

And you won't believe SILLY PUTTY at all

It will pick up newsprint and bounce like a ball

and break like glass and stretch like taffy.

It's a real solid liquid. Completely daffy!

One handful... \$2.00*

*Postage included. No C.O.D.'s please.

THE BLOCK SHOP

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STUDY INTERIOR DECORATION

SIX WEEKS' PRACTICAL TRAINING COURSE SUMMER SESSION

Resident Day Classes

Start July 6th. Send for Catalog S

Period and Modern styles, color schemes, draperies, all fundamentals. Faculty of New York decorators. Personal instruction. Cultural or Vocational Courses.

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Same training for those who cannot come to New York. Practical, useful and intensely interesting.

NEW YORK SCHOOL OF INTERIOR DECORATION

515 Madison Ave., New York 22, N. Y.



Window



SNUFF SAID. We know a wonderful old lady who smokes in a chimney, and so does her tray. So we have high hope that this sleek silver-plated tray will at least reform the latter. The center is an ingeniously designed snuffer, which eliminates odors, flagrantations and smudge along sides. Fine gift for a "fire hard." 5 1/2" wide, \$6.50 incl. tax. Ppd. E. Braun & Co., 190 Bellevue Ave., Newport, R. I.



SPIKE YOUR DRINKS in the sloping lawn by the tennis court for between-sets sipping into the terrace green at cocktail time. A verdi green, wrought iron beverage rack holds four spigots for individual glasses and equally practical indoors. The stands 26" high, costs \$5.95 (without glasses), ppd. c.o.d.'s. The Josselyns, Box 1, Dedham, Massachusetts.



CONVERSATION PIECE dangle intriguingly from a link bracelet, and each of the four charms is big and important and very chic. Best of all, the little urn actually holds your favorite perfume! In a gold metal, the bracelet is just \$2.95 including tax. Postpaid from Gerlou, 501 Fifth Ave., New York 11.

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If you have a garbage pail that attracts flies, ants, dogs, cats, pests, you should buy San-A-Lizer—a cake that fastens inside the lid of your garbage pail in seconds without tools. San-A-Lizer completely deodorizes. Non-injurious. Send \$1 plus 10c mailing costs for season's supply (4 cakes) postpaid. Guaranteed.

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doggie britches



FOR FEMALE DOGS IN SEASON
STRONG—EASY TO PUT ON
ADJUSTABLE—WASHABLE
WEAR ONE—WASH ONE

ORDER TODAY!

Anne Ardmore's Hollywood Dog Togs

Creators of America's Finest Dog Wear
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Please send me Doggie Britches as ordered below:

Payment is enclosed for _____ pr; 1 only _____ NO C.O.D.'S PLEASE

BREED _____ WEIGHT _____

COLOR: Brown _____ White _____ Black _____

SIZE: Small _____ Med. _____ Large _____ \$1.75 ea. \$3.00 pr.

Extra Large _____ \$2.00 ea; \$3.50 pr.

HEAT-X POWDER (we recommend use with Doggie Britches for complete seasonal protection). Trial size \$1.00. Regular size \$2.50.

Your Name _____

Street _____ Zone _____

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THIS Exciting, New SNACK TABLE MAKES TRAYS OBSOLETE



PULLS APART
•
TUCKS AWAY

An Extra Lap for Every Guest

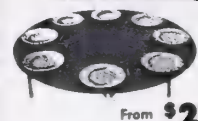
This handy snack table ends clumsy lap-juggling. Folds away for easy storage. Holds food, refreshments, ash trays. Perfect for buffet suppers, cocktail parties. Comes in rich, gold design in chinese red or ebony black. Fits any decor. Has 3 hardwood legs, alcohol resistant finish. 19" high, 14 1/2 sq. in. top. So attractive, so inexpensive... you'll want several for your home. Wonderful hostess gifts.

\$2.75 each, postpaid Set of 4, \$10.00

HAROLD-NORMAN

Dept. H
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for BRIDGE TABLES
Seats 8 instead of 4

From \$298 up

Canasta Boards

for BRIDGE TABLES
From \$198 up



Provides more playing space by having 32 holders for Melds, Canastas and Red Threes thereby adding to the speed and pleasure of the game.



Back Rests

for READING or BREAKFASTING in bed.
\$498

Bed Boards

for BACKACHES and ALL PAINS caused by SOFT BEDS \$395 up

Send postal for circular 33 describing prices, colors, etc. of all our products.

REST-WELL PRODUCTS CO.

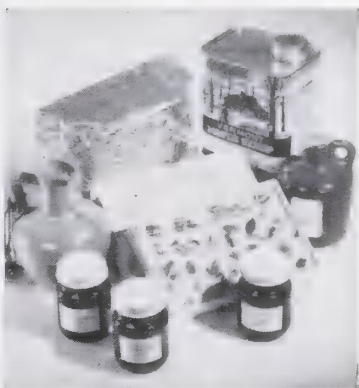
415 W. 127th St.

New York 27, N. Y.

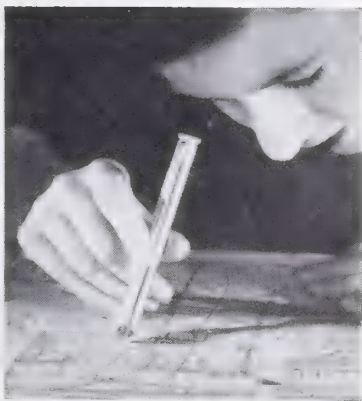
Shopping



SUPERB GIFT to send to a hostess who has everything is this generous and well-rounded assortment of specialties from Vermont. Included are 2½ pounds of aged Cheddar cheese, 1 quart of choice Vermont Maple Syrup, 11-oz. jug of Honey, 10-oz. jug of homemade Garlic Herb Vinegar, box of 3 homemade Jellies, 12-oz. box homemade Maple Butternut Fudge. \$9.75 ppd. The Dewey Corp., Quechee, Vt.



NEW POINT OF VIEW. A pocket microscope that clips into a man's pocket pen-fashion, has four lenses that magnify twenty-five times. Ideal for stamp or coin collectors, it's marvelous for map reading, studying engravings or paintings. 5" long, it's \$2.79 postpaid. Order it from Microscope & Lens Co., 170 Nassau Street, New York 7, N. Y.



CATCH-ALL ROOST that pajamaed sleepyheads will vie for at before bed-story time, you'll pull up to the fireside when you're in the mood for philosophical musing, has a storehouse for sewing or games. Upholstered in woven Colonial fabrics, it is well cushioned, measures 15" x 20". \$15; 9" x 12". \$8. Express collect from Laura B. Copenhagen, Marion, Virginia.



Personalized DINNERWARE

This unique, attractive table service with your name or the name of your ranch, seaside home or mountain cabin is available now. Order your complete set of this famous semi-porcelain dinnerware (under permanent glaze—guaranteed against crazing. Your choice of red and blue or green and yellow rim.

—Write for bulletin.—
VERNON KILNS
300 East 52nd Street, Los Angeles 11, California
AMERICA'S FINEST LINE OF SEMI-PORCELAINS



With **WALLACE REDUCING RECORDS** Mrs. B. Blazek of Chicago has written: "I lost 40 lbs. in 3 months. I now weigh 125 lbs. and never felt better." No Starvation Diets No Drugs Prove to yourself, in 7 days, at home, you can reduce waistline and bulging hips. Regain a slender figure without strenuous diet or drugs. Make this convincing test at home.

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Unit of 3 sections
\$6.98 complete postpaid
No C. O. D.'s

Perfectly in tune with flowers and foliage. We will put the notes of any song you choose on this charming little musical fence... musically correct. A novel greeting at your doorstep, it makes a delightful background for shrubbery, a captivating enclosure for flower beds, an enchanting trellis. Custom-built of clear natural pine with musical notes of weather-proof masonite. Simple to paint—to match any background. Sold in sets of three sections containing approximately six bars. Melody may be continued with additional set of three sections. Easily set into ground—just press tapered posts into soil. Each section 2 ft. long by 16" high. Adaptable to any outline. A perfect gift for the home-owner and gardener.

Specify first and second choice of melodies with your order.

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Clasps your pearl necklace at the length most becoming to each gown. Perfect to give and to get! Cultured pearls on 14K white gold. For single strand pearls, \$6; double strand, \$8. Tax incl. Mail orders filled.

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Remember HER
On Easter and Mother's Day

Give an exquisite, hand crocheted corsage—beautiful, long-lasting token of your thoughtfulness. Perfect for her Easter outfit.

Select from lovely non-fade colors: "Spring Snow", "Camellia Blush", "Ruddy Rose", "New Orchid", "Sunsplash", "Morning Peach", "Talisman". The handsome, lacy daffodils have green stems caught up in perky bows. Processed to resist spring showers! Delivered in lovely silver and cellophane corsage box for only \$5.50, postpaid in U.S.A. Orders filled promptly. State color and address (unfilled card, if desired). Send check or money order (no C.O.D.'s please) to

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\$5.50 pay postage

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Comforting iridescent light keeps glowing vigilance over sleepy heads... guides uncertain footsteps in the night. End night fear for less than a penny a week with novel 2 watt Aerolux bulbs. Soft eye-easy decorative home illumination of your choice. Children's animal bulbs (twin horse, scotty, lamb) for \$1.00. Complete children's lamp, base as shown, \$4.75. Floral bulbs (rose, iris, forget-me-not) \$1.75. Complete floral lamp with base as shown \$5.50. Postpaid.

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MAPLE LEAF STYLE 221
NITELITE — COMFORTING
COLORFUL — CHARMING — SAFE



Three-Piece Salad Set

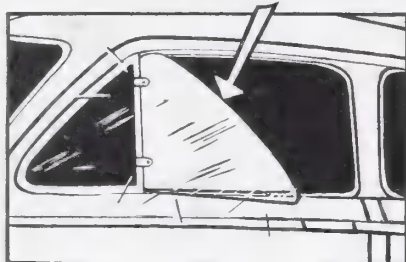
The 10½-inch brass mounted salad bowl of sparkling crystal glass may also be used for punch. With brass and copper combination servers, \$11.50. Punch ladle available, \$5.50.

Add 2% tax on Illinois shipments
Add 35c for postage out of city

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Chicago 3, Illinois
113 Years in Chicago

Carnagey's All-Weather DRAFT-DEFLECTING WINDMASTERS FOR NEW MOTORING COMFORT

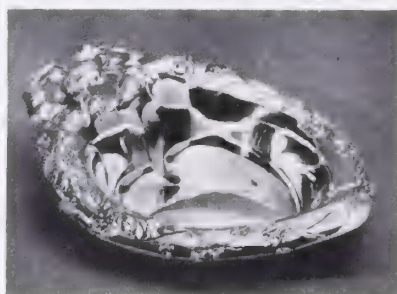


Windmasters snap in place on front doors of your car in seconds—no tools needed. Get benefit of full ventilation with no annoying draft. No more "wind on the back of your neck." No more "blowing to pieces" in the back seat. Everybody rides in amazingly greater comfort. No more arguing about driver's window being open or closed. With Windmasters you can drive into heavy rain or snow storm and leave front windows open for good ventilation and signaling. Flame of a lighted match in back seat won't even flicker. No interference with arm signaling. Driver can put head out window with complete comfort when backing up. Made of strong heavy, clear plastic. Curved bottom provides comfortable arm rest. Sizes to fit any car. Product of two year intensive scientific research. Tested and proven in aircraft wind tunnel. Dr. V. C., an enthusiastic user, writes: "I wouldn't part with my Windmasters for ten times what they cost me. Greatest things ever."

30 DAY TRY-OUT Try on your car for 30 days. If not thoroughly delighted return them for full refund—no questions asked. Send only \$4.95 per pair today on our **MONEY BACK GUARANTEE** of complete satisfaction. Shipped postpaid. Include make of car, year model and body type with order.

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Send for Free Brochure of Other Unusual Items

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Sweetheart "Bow Knot" Silver Candy Dish by Reed & Barton

An enduring gift in heavy silverplate that's ideal in its sentiment, pretty as a picture with its delicate floral scroll border; and the love knot is tied at the top! Use for bonbons or cigarettes; her dressing table or wedding gift. Size: 8½" x 5¼".

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Send for **FREE**
Brochure—we'd
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BREAKFAST COMPANIONS

Brighten your breakfast table with something new in California ceramics... like this charming breakfast set of hand painted originals by Alma of California. Delightful Hen and Rooster combination can be used as creamer and juicer... for syrup or batter. These beautiful collectors items are 6" high, hand painted in attractive colors. Also perfect for use as decorative planters or matching lamp bases. **\$7.95** the pair, or singles at **\$4.25**. Prepaid or COD plus postage.

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Hollywood 36, Calif.

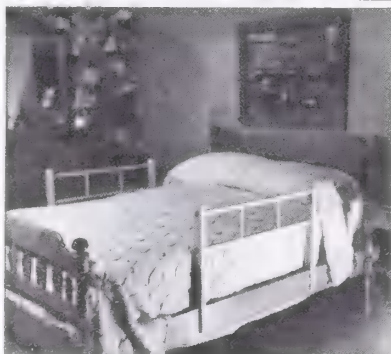
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Inexpensive, safe, positive protection. Fits any bed. Attached or removed easily, quickly. Attractive enough to be left on permanently or can be stored under bed. Available in Wheat, Maple, Walnut, Mahogany or White.

\$4.95 each side express collect
Please send check or money order.
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A NEW FREEDOM... NO MORE CLEANING TOILET BOWLS...

SERF-O-LET'S STERILIZING ACTION RE- MOVES ALL STAINS, SLIME AND ODORS

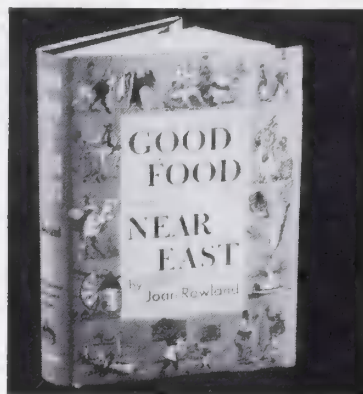
Serf-O-Let cleans toilet bowls automatically. Each flushing activates the Serf-O-Let. No plumbing required to install it. Harmless to metal, bowls, and humans. Yes, it's safe to use with Septic Tanks. One bag of chemicals lasts six months. Refills 75c each. Complete Serf-O-Let includes one bag of chemicals. \$3.75 post paid.

(Add 20 cents West of the Rockies.)

Satisfaction or money refunded. Check or Money Order.
KINNARD, INC., LITTLE FALLS, NEW JERSEY



Window



"**GOOD FOOD** from the East," by Joan Rowland, includes 370 recipes from 11 countries that have been collected from residents of such countries Bulgaria, Greece, Syria, Turkey, etc. You'll learn how to make Shish Kebab, Rice and Wheat Pilafs, Dolmas, lemon-fragrant soups; and you'll find intriguing menus for barbecues and buff suppers. \$2.75 ppd. M. Barr & Co., 114 East 32nd St., N.Y.C.



GOOD AS GOLD GIFT for good as gold baby is this 12-piece spoon, fork, and knife made of Dirilite. As you know, Dirilite is the beautiful solid metal that is the color of gold, much harder. Solid, not plated, it is well able to take all the hard usage your moppet can give it, will last until a baby is grown up. \$5 the set postpaid. Isaac Golsan, 1820 Diamond St., South Pasadena, California.



MANAGER'S DESK. Organizing a household's a pushover for the husband. Not so for the wife, rebut, campaigning for a desk that will organize the planning and paying. And this is it, its two rolling-file cabinets, 24½" x 50" detachable top of olive or gray steel. Easily papered, it's \$49.50 complete. Cabinets separate, \$21.50 each f.o.b. Kalmus-Golden, Inc., 1132 St., New York.



THE LAND OF MAKE BELIEVE

Fantasy, pure fantasy—nursery rhyme characters superbly drawn and blended into a masterpiece of enchantment. Perfect for playroom or nursery. Children daily discover new delights in the drawings of "Humpty Dumpty", "Little Boy Blue", and over 50 other nursery rhyme favorites (8 colors, 37½" x 26½").

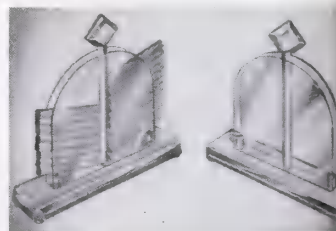
THE LAND OF MAKE BELIEVE... Map No. 62
In Colorful Mailing Tube... Each \$1.00
Lacquered Wall Plaque... Each \$7.00



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Send for 44 page illustrated catalog of colorful Hagstrom maps. Historical, Humorous, Religious, Pirate and Children's maps for your home or office. Please enclose 10c for mailing and handling costs.

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Sorry no C.O.D.'s

CRYSTAL-LIKE PLASTIC
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Shopping



MODERN SIMPLICITY. A pair of baskets to weave into the scheme of your library, use at your console desk in the foyer, have a Chinese flavor in their smart design. Made of wood, they come in mahogany, black, pickle pine, chartreuse, red, or green finish. With brass-buckle knobs, the letter box is 6" x 10" x 5" high, \$7.25. Waste basket, 13" high, \$9.75. Ppd. Maymac, 660 Locust St., Mt. Vernon, N. Y.



PERCHANCE TO DREAM. Pillow cases worthy of a bride's trousseau come in a fine white percale, and with the satin leaf appliqué you'll look and feel like Sleeping Beauty. Choose either white, blue, or tearose for the appliqué, and order an extra pair so you'll be prepared for the next shower you're invited to. \$5.25 the set ppd. I. Davis, 268 Miracle Mile, Coral Gables, Florida.



A YOUNG FIGARO will feel like a professional with the Hip-poty Hop barber set, but there's no fear of his curly-topped sister emerging from his tonsorial parlor shorn in crew fashion. Made of red plastic the set includes scissors, comb, clippers, and for his own imaginary stubble, there's a shaving brush, mug, and straight razor. \$1 plus 25¢ post. O'Neill's, P. O. Box 1074, Milwaukee 3, Wisc.



Collector's Pine

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Free
Catalog



THE YORKSHIRE console and mirror in hand-rubbed pine. Console 36" long; 32" high; 12" deep. Plate glass mirror 22" wide; \$24.95 Each piece 37" high. Postpaid

Made Exclusively For—Sold Only By

John J. Brady

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Beverages will keep refreshingly cool or piping hot in this scientifically engineered plastic thermal jug. Wonderful for desk, bed-side, sick-room or entertaining—keeps cold drinks chilled for 10 to 15 hours. Coffee, cocoa, tea stay hot for 2 hours and palatable for about four hours. Both jug and lid are double walled for high thermal retention. Comfortable handle with thumb-pressure lift control. Lid and jug separate for easy cleaning. Holds 20 ozs. Colors: black, copper, pewter or mahogany.

only \$3.95

No C.O.D.'s, please

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THE SALT AND PEPPER SHOP
445 EAST 86th STREET NEW YORK 28, N.Y.

FRENCH FRY

Potatoes, Chicken, Doughnuts,
Onion Rings, Scallops, Shrimp

NEW EASY WAY



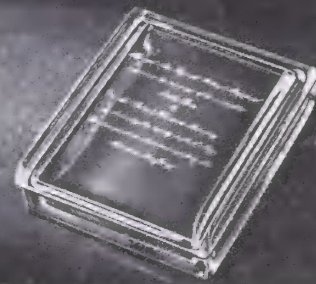
Now you can really enjoy cooking delicious French Fried foods without fuss, bother or mess! The famous Naxon French Fryer cooks to golden-brown perfection, drains grease automatically, equipped with sputter-shield and large cool handle. Ideal for French fried potatoes, chicken, doughnuts, onion rings, scallops, shrimp, chops, oysters—in fact anything that can be deep fried.

FULL 4-QUART CAPACITY

The Naxon is the largest size household type deep Fryer now available. Keeps fat always ready for immediate use. Beautiful hammered silver-grey finish, temperature and rust resistant. Unit plugs into any 110-volt A.C. outlet. Maintains temperature automatically at 385 degrees. Shell is completely insulated to protect table top. Satisfaction is guaranteed.

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New Rochelle, N. Y.

ONLY \$14.95
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Invitation to Smoke

Send the next wedding invitation or announcement you receive to us and we'll etch it on a fine Fostoria glass cigarette box. The lucky couple will cherish forever such a lasting reminder of their wonderful wedding day. It measures 5 1/4" x 4" x 1 1/2". Gift-boxed and sent directly to the bride, if desired. Delivery in about ten days.

\$7.95 postage prepaid

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Please address Dept. H-1

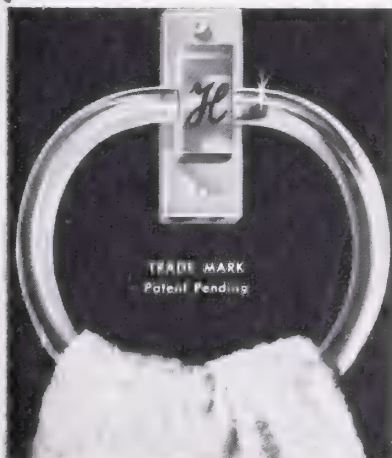
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TOW-L-RING

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with or without engraving

3.75 a pair 2.00 each



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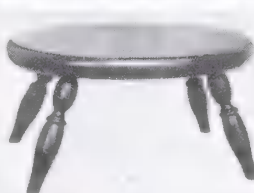
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This Colonial Cricket Stool and Colonial Oil Lamp

are delightfully quaint for use anywhere in the house. Crafted from carefully kiln-dried woods. Hand rubbed satin finish. Natural, antique or brown finish for cherry. Stool 11 1/2" x 18", height 9", cherry \$9.50 postpaid, walnut \$9.95. Lamp diameter 4 1/2", base height 4 1/2", cherry \$6.50 postpaid, walnut \$6.85 without shade. Guaranteed, trial orders welcomed. No C.O.D.'s. Send 10¢ for photographs, wood finish samples, price list and further information on dropped and lazy susan tables, chairs, hutch cupboards and many other open stock, authentic, heirloom quality Early American reproductions. Visitors welcome.



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PLACE MAT and BRIDGE SETS

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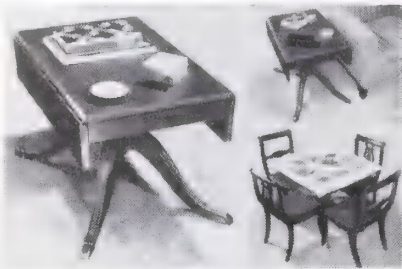
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This beautiful Duncan Phyfe table rises from 19" to 29" to become a card, luncheon, end or occasional table by simply twirling the top. Locks at any height and will not wobble because of the precision tooled steel pedestal. Reeded legs tipped with antiqued brass claws. Top measures 18" x 30" with leaves down, 30" x 30" with leaves up. Available in hand-rubbed mahogany, walnut, or honey-maple finish. Delivered at \$34.95 (\$39.50 West of the Mississippi). Send check or M.O.—no C.O.D.'s please.

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SET. . . for *Easter* \$10.75 ppd.
Natural straw adjustable 1/2 hat, with gay field flowers . . . choice of navy, black, green veil. Hat, \$4.95 ppd. Bag, \$5.95 ppd. Catalog on request.

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Here's the clock you've always wanted . . . a real old-fashioned Cuckoo Clock made by the finest clock makers in Europe — and guaranteed for life! The colorful, hand-painted bird actually flaps its wings as it pops out of the swinging door to cuckoo the time every hour. (Bird gives a single chirp for half-hour, two.)

It's sure . . . almost "alive" . . . and so accurate! Completely hand-carved in natural wood, the "Black Forest" imported Cuckoo Clock is extra large (11" wide and 15" high) . . . comes with a lifetime guarantee . . . and has a double weight-winding chain and chimes. **\$27.00** (postpaid) Federal Tax Included

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Window



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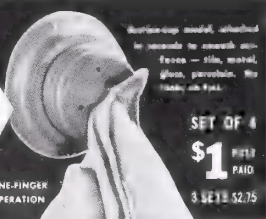


PAINTING ON GLASS, each an original and signed by the artist, each worked with Oriental delicacy in oils, is a work of art you can hang with pride in any room in your house. Imported from the Orient, they're available in matched pairs, come framed in a white enamelled shadow box. 10" x 14 1/2". \$9.95 each, ppd. P. L. Thomas & Co., 122 W. 30th St., New York 1.



TOAST 'N COFFEE. If you're one of the countless American women whose breakfast is pared down to the eye-opening essentials, you'll love the simplicity of this set, the magnitude of the cup, and the lack of extra dishes to wash. The jumbo cup rests in an off-center position on the saucer, so there's plenty of room for toast—or flicked ashes. Just \$2.85 ppd. The Gift Mart, 1506 Pacific Ave., Atlantic City, N. J.

THE Solo



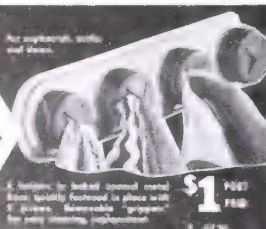
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PAID
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that will brighten and renew your rugs and carpets is this amazing new California Cleaner. Just shake the granular powder onto your rug, brush it in. An hour later vacuum your floor covering and it's scientifically clean. Use it often, won't harm finest rugs and never leaves a ring when you spot clean. Can also be used to clean upholstered furniture. Cleans 9' x 12' rug or 150 sq. ft. carpet.

\$1.25 postpaid. No c.o.d.'s please.

G. J. deBarcena

Dept. H. B., 101 West 58th Street, New York, N. Y.

Shopping



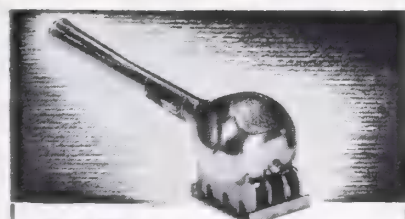
CHAIR BUY. An extraordinarily good-looking chair has a hardwood frame, is covered in Boltalex, the all-plastic washable upholstery fabric, in mohawk red, horizon blue, cactus green, mint green, desert sand, broncho brown, yellow, dusty rose, flame red, saddle brown, jade green, or pearl gray. 32" high, 24½" wide. \$18 each, \$35 for 2. Exp. coll. No c.o.d.'s East Hampton Guild, East Hampton, L. I.



DOWER CHEST, lacquered black and painted with authentic Pennsylvania Dutch designs, is a nostalgic miniature of the big one that used to accompany every bride to her new home. Fine for gloves, playing cards, or a party supply of cigarettes, it measures 15" x 6" x 6½" high. \$9.50 ppd. Or with two sets of hand-painted initials and date, it's \$1.50 extra. Franklin Workshop, Box B, Rohrerstown, Pa.



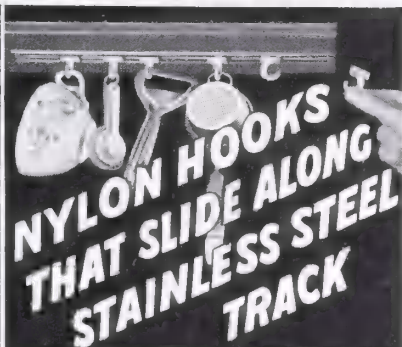
LOTS OF POLISHES will shine your furniture, but none we know of have the added feature Mount Vernon boasts. It actually feeds the wood as its linseed oil and beeswax sink into the grain to prevent drying and cracking. Made from a formula used by furniture makers for 200 years, one pint is \$1.50 ppd. Add 15¢ W. of Mississippi. Dillard & Co., Millwood, Va.



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Serve tender, delicious, juicy steaks all the time by using this handy, lightweight, made-to-last-forever aluminum and stainless steel machine. Length approx. 8½ inches. Its sturdy, easy-to-keep-clean knife-blades actually cut the meat fibres—makes tender all cuts of meat of all grades, even utility beef. These machines usually pay for themselves in a few days. Send \$4.95 check or money order and we deliver postpaid. 10-day money back guarantee.

ALUMINUM CASTING AND APPLIANCE CO., LIMITED
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"TRAKOOK"

Easily Dyed Any Color

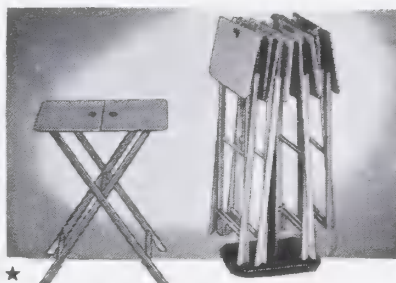
Yes, you can color these beautiful DuPont Nylon hooks quickly by simply boiling in TINTEX. Anyone can install TRAKOOK in a jiffy. Saves time, money, effort. Prevents china chipping. Self-spacing, smooth sliding.

Attach in kitchen for pots, pans, in closet for clothes. Hundreds of other uses. Easy to clean. Will support over 30 lbs. The last word in convenience. Set includes 6 nylon hooks on 12" stainless steel track, with screws, washers, ready to install, postpaid. **\$1.10**

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If you need extra tables, here they are—4 of them! Quick to set up, light weight—stand just right for chairside use. 20" high, tops measure 13½" x 16"—alcohol proof, water repellent. Real hospitality helpers for the hostess who won't let guests balance food on knees. You'll find a new use for them every time you entertain. Compact storage rack included with each set. Shipped express collect.

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Now, for the first time—Grandma Moses originals on Pin-Up Plates! Four quaint and charming favorites to choose from: *Springtime*, *The Checkered House*, *Catching The Christmas Turkey*, *Out For Christmas Trees* (Illustrated). Each plate, Set of 4 for \$11.50.

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Wall beautification is emphasized with these charming designs. Harmony perfection is maintained with traditional appointments and accentuations are stressed with modern settings.



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brass, permanent
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The kit consists of a hammer, pliers, screw driver and a handy compartment at the bottom for nails and screws.

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Window Shopping



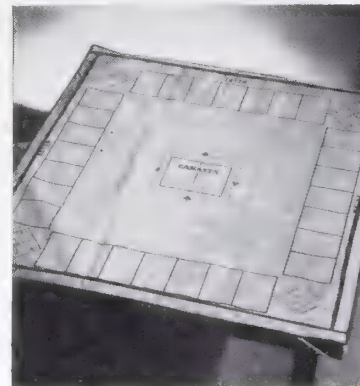
LITTLE BED WARMERS, engaging miniatures of the real ones, are decorative ash trays, handmade by Danish craftsmen. The designs are simple, yet full of surprising variations, and the warm glint of copper will be at home in any room of your house. Or try hanging them on the wall. \$3.50 postpaid, and you may order them from Danish Village Gifts, Solvang, California.



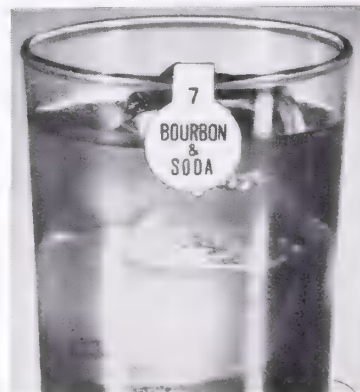
ELECTROLUNCH KIT is grand news for school children, office workers, and picnickers, because all you have to do to have a healthy, piping-hot meal, is plug the cord of the kit into the nearest AC outlet. Inside there are two containers for food, a 12 oz. bottle for hot beverage, and a compartment for bread, butter, fruit, or desserts. \$9.95 ppd. Electro Lunch Company, Algonac, Michigan.



HIT FOR A MISS. A musical powder box, made of spun metal with a pretty flower top, comes with tunes from *South Pacific*, *Kiss Me Kate*, or *Miss Liberty*. Specify which one you want: "Some Enchanted Evening," "Younger than Springtime," "Bali Ha'i," "So in Love," or "Let's Take an Old-Fashioned Walk." 4 1/2" \$2.98. 6" \$3.98. Add 25c post. Lucien Stern, 385 Fifth Ave., New York 16.



CANASTA COVER. A bright green suède table topper comes marked in black with rules and scoring points, a spot for red threes, and a flap to hold all the melds in view. Backed with sturdy, non-slipping buckram, it fits any standard card table, and will withstand many a Canasta foray. \$2.95 ppd. From White's of Summit, 11 Maple St., Summit, New Jersey.



"WHAT'S YOURS?" Your guests will no longer act like bird dogs sniffing out their scotch and water from a tray full of other combinations, and you will take their orders without leaping through mental calculus, with these plastic tabs that hook on highball glasses. Marked in gold with 8 different combinations, a box of 64 is \$3.95 ppd. Alexander-Wilson Co., 1054 N. Allen Ave., Pasadena 7, Calif.

(Continued on page 97)



Bring Springtime Indoors...with

an Ensemble of Celanese* Fontana† Taffeta!

Such a pretty way for spring to have its say in your bedroom! And what better pick-up for year-round pleasure than this brand new Celanese textured taffeta of acetate rayon. Fontana taffeta is an unusual ribbed weave fabric with a fresh, full body, a soft drapability . . . and there's a color range to delight you. Celanese Corporation of America, 180 Madison Ave., N.Y. 16.



Ready-Made bedroom ensembles in Celanese Fontana taffeta are manufactured by N. Sumergrade & Sons, New York City.

Celanese* Decorative Fabrics

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Wonderful day celebrating a new year's living... a day whose importance is fittingly recognized with a gift of glorious Colorado Carnations! The many birthdays in the lives of those you love are always "happy" when you give these friendly, long-lasting flowers.

And, whether your message be "Happy Birthday," "Thank You," or "Best Wishes," be sure to say it with Colorado Carnations, because...



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COLORADO CARNATIONS

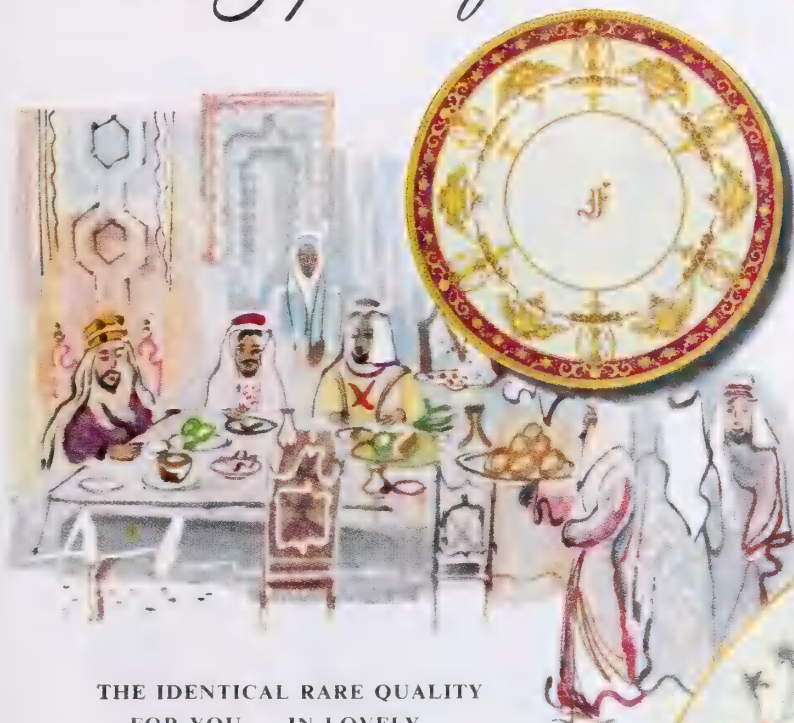
Say it Best

COLORADO STATE FLOWER GROWERS ASSOCIATION



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Every piece of Lenox is a COLLECTOR'S ITEM



REGAL SPLENDOR FOR HIS MAJESTY, THE KING OF SAUDI ARABIA

Lavish 24-k. gold on glowing Lenox china; a dinner plate from the service created by Lenox for the royal palace. Lenox is acclaimed the finest by china experts throughout the world for its beauty of design and exquisite translucency.

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Country Garden

The same fine china, the same superb hand-craftsmanship, that distinguish the famous Arabian Palace service, are found in all Lenox china. Your Country Garden service will give you pride and pleasure through the years. The translucent beauty of Lenox is matched only by its amazing durability, and the exquisite color and 24-k. gold of each piece will retain their loveliness for generations.

5-piece place setting (dinner, salad, and butter plates, teacup and saucer) \$18.25



HARVEST
5-piece place setting, \$19.25



BLUE TREE
5-piece place setting, \$18.25

For the name of your nearest authorized Lenox Dealer, write Lenox, Inc., Trenton, N. J.

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... those heavenly carpets by **LEES**



Make an extra special date with yourself for The Carpet Fashion Opening for Spring 1950 —April 17th through 27th. Browse through all the lovely Lees Carpets—priced to fit any purse. Get acquainted with Lees new *Companion Carpet* plan—showing you how to carpet your home in a perfect symphony of co-ordinated colors. Don't miss Lees famous twists—starting with handsome

Mint Green New Pebbleweave shown here. You'll wonder at the high style and wide price-range of these 100% imported wool hard-twists—that never show footprints and keep their youth and beauty through long, hard wear and countless shampoos. See the new embossed and carved effects—the luscious new Lees colors, patterns and weaves at your favorite store.

CARPET FASHION OPENING — APRIL 17-27



JAMES LEES AND SONS COMPANY, BRIDGEPORT, PA., MAKERS OF LEES CARPETS AND RUGS, COLUMBIA AND MINERVA HAND-KNITTING YARNS

Window Shopping

CONTINUED FROM PAGE 92

MANY TANKS are sheer rudgerly to keep clean, but with Sta-Clean Toiletabs the job is done for you automatically, safely, effectively. All you do is drop one each week in the right-hand side of your flush tank. It's not harmful to plumbing or septic tank, and the toilet is kept clean, free from stains and disagreeable odors. 8 tablets, enough for 2 months. \$1.10 ppd. Spotless Co., 17 N. Dearborn, Chicago 10.



NAME-IES. If there's trouble with your small wool-atherer wears boots or galoshes, identify them with these non-rusting nickel-plated brass initials. They'll end the hide-and-seek in the coatroom, come home like homerangs. The kit with 650 initials and an applicator for affixing them into canvas, leather, or rubber is \$16.50 ppd. Rub-Ram Mfg. Co., 711 E. Lake St., Minneapolis 7, Minnesota.



Jewel-colored tumblers

by **HAL-SEY** *fifth avenue*

Brighten your parties with tall drinks served in these smart, luxurious, practically indestructible tumblers. They're 14 oz. size, perfect for hi-balls, soft drinks and iced tea or coffee.

Eight tumblers, each in a different brilliant gem color:

EMERALD GREEN	SAPPHIRE BLUE
SILVER	CHARTREUSE
AMETHYST	TURQUOISE
GOLD	RUBY

A new process permanently blends the colors into the metal. Satin-smooth finish HAL-SEY *fifth avenue* TUMBLERS are unconditionally guaranteed to retain brilliance, not to tarnish, stain or crack and give years of service.

Mail your order to the store nearest you

B. ALTMAN & CO.	NEW YORK, N. Y.
THE HECHT CO.	WASHINGTON, D. C.
RICH'S, INC.	ATLANTA, GA.
HIGBEE CO.	CLEVELAND, OHIO
THE HARVEY CO.	NASHVILLE, TENN.
FOLEY BROS. D. G. CO.	HOUSTON, TEXAS
MARSHALL FIELD & CO.	CHICAGO, ILL.
STEWART DRY GOODS CO.	LOUISVILLE, KY.
MEACHAMS	FORT WORTH, TEXAS
THE JOHN SHILLITO CO.	CINCINNATI, OHIO
FORBES & WALLACE	SPRINGFIELD, MASS.
PFEIFER BROS.	LITTLE ROCK, ARK.

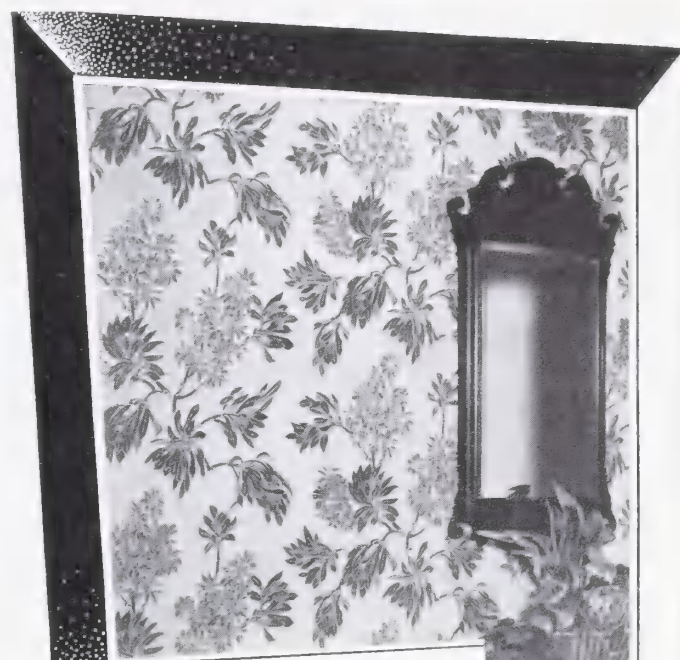
8 TUMBLERS, each in a different color, handsomely gift-boxed \$8.95

STARTER SET of 4 TUMBLERS, gift-boxed \$4.50

HAL-SEY—Fifth Ave.



225 Fifth Ave., N. Y.



"ECHEVERIA" is but one of many versatile Stockwell wallpapers inspiring better decorating and more harmonious living. Contemporary color schemes.

C. W. Stockwell Co.
3262 WILSHIRE BLVD., LOS ANGELES 5
See the Many Exciting Patterns at Your Dealer

STOCKWELL'S
Trend of the Times
Wallpapers

the magnificent
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radio-phonograph-television



By carefully selecting its dealers, Magnavox makes sure that the instrument you buy will perform as magnificently in your home as it did at the factory. Prices start at \$199.50.

The Magnavox Company, Fort Wayne 4, Ind.



MASTERPIECES OF
Luxurious
COMFORT

Superlative symbols of delightful living'
... hand-crafted masterpieces in the Karpen
manner ... bring rich distinction ...
deep down-filled upholstered luxury ... years
of supremely satisfying comfort.



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KARPEN GUARANTEED FURNITURE, MATTRESSES AND TRANSPORTATION SEATING

How to figure Income Tax when you sell your house for a profit

by Miles Colean

When the owner of a single home sells it at a profit, there are three questions to be answered for income tax purposes: First, "How much was the profit?"; second, "How is that profit to be reported?"; and third, "When is the tax to be paid on that profit?" You must have the answers for the Bureau of Internal Revenue.

A complete reporting (*very important*) of a profit from sale is required even though the taxpayer may immediately put his sale proceeds into another house. Even a house which is traded in on a different house must be reported as a sale at the trade-in price, with profit calculated and taxed as if the property traded in had been sold in a separate transaction.

Stated briefly, the answer to the taxpayers' first question, "How much was the profit?", will be the difference between the net proceeds of the sales and the invest-

ment of the owner in the property sold. The accounting records will be useful in computing both, but especially in computing the owner's investment.

Here a careful record of all the capital expenditures you have made will be especially helpful in avoiding controversy and keeping the amount of the tax to a minimum. Note, however, that this discussion deals only with the case of a "casual" sale—it is not for those engaged in the business of buying and selling property, to whom other rules apply.

The net proceeds of the sale consist of the sale price minus necessary expenses connected with the sale. These deductible expenses include commissions to salesmen, advertising expenses, and fees paid to lawyers, title examiners, recorders, etc. However, they include also expenditures on the house and the lot made prepara-

(Continued on page 100)

Schedule D (File with Form 1040)

INDIVIDUAL CONTRIBUTOR
Indicate whether

SCHEDULE OF GAINS AND LOSSES FROM SALES OR EXCHANGES OF PROPERTY

For Calendar Year 1948 or fiscal year beginning ... 1948, and ending ... 1949

NAME AND ADDRESS: JOHN DOE, 2210 Main Street, Apt. 4, Westcross, N. J.

(1) CAPITAL ASSETS

1. Kind of property (if necessary, attach statement of description of details and dates)	2. Date acquired Mo. Day Year	3. Date sold Mo. Day Year	4. Gross sales price (see instructions)	5. Depreciation allowed (or otherwise) taken in previous or future years (attach schedule)	6. Cost or other basis (if not purchased, attach explanation)	7. Capital gain or loss (compute gain or loss in separate column)
SHORT-TERM CAPITAL GAINS AND LOSSES—ASSETS HELD NOT MORE THAN 6 MONTHS						
1. Totals						
2. Net short-term gain or loss other than from partnerships and common trust funds (column 4 plus column 5 minus the sum of columns 6 and 7 of line 1)						
3. Enter your share of the net short-term gain or loss from partnerships and common trust funds						
4. Enter here the sum of gains or losses, or difference between gain and loss, shown in lines 2 and 3						
LONG-TERM CAPITAL GAINS AND LOSSES—ASSETS HELD FOR MORE THAN 6 MONTHS						
Owner-occupied residence	1-1-48	7-1-49	\$ 2,000.00		\$ 2,000.00	\$ 0.00
1-1-47, 1-1-48, 1-1-49						
Westcross, N. J.						
5. Totals			\$ 2,000.00		\$ 2,000.00	\$ 0.00
6. Net long-term gain or loss other than from partnerships and common trust funds (column 4 plus column 5 minus the sum of columns 6 and 7 of line 1)						
7. Full amount of your share of the net long-term gain or loss from partnerships and common trust funds						
8. Losses, or difference between gain and loss, shown in lines 6 and 7						
9. Amount to be taken into account in summary below (lines 4 and 9)						
10. (Lines 8 and 9)						
11. Totals						
12. Net capital gain or loss (line 11 minus line 10)						
13. Capital gain or loss (line 12)						
14. Capital loss (line 12)						
15. Capital gain or loss (line 12)						
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97. Capital gain or loss (line 12)						
98. Capital loss (line 12)						
99. Capital gain or loss (line 12)						
100. Capital loss (line 12)						

Thirteenth of a Series on the
Business of Home Ownership

■ cinch
to wash



a breeze
to press



fabulous fabric...

**luxury at
little
cost!**

Thanks to an exclusive
Hathaway process curtains made
of Hathaway Nylon Marquisette
always drape beautifully—
are never stiff—and will not
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direction. This unique fabric
wears like iron, is simple
to launder and very
economical, too. Six luscious
pastel shades and
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decorator's color range.
At stores everywhere
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Address.....

MODERN BLOCK can be used over wood or concrete subfloor. (Photo from Popular Home magazine, Chicago, showing Popular Home Desk and Chair.



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There's new beauty in oak floors today, beauty that will last a lifetime. Bruce has added smart, distinctive styling to the enduring charm of oak. Whether you choose the modern block design (above) or the colorful new Ranch Plank (right), your Bruce Floors will be one of the most admired features of your home.

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RANCH PLANK has alternate widths, walnut pegs, and new Decorator Finish. (Photographed at Wilson-Jump's, Chicago)

HOW TO FIGURE INCOME TAX WHEN YOU SELL YOUR HOUSE FOR A PROFIT

CONTINUED FROM PAGE 98

tory to the selling operation—for example, special painting or decorating or minor repairs to the house on its equipment designed primarily to increase the salability of the property.

To illustrate the determination of the profit, assume then an existing home was purchased in 1939 for \$7,850. The purchaser paid \$150 in settlement costs for title examination, deed recording, and preparation and recording of the mortgage instrument. He also spent \$2,000 during the period of his ownership in improving his property. The sum of these expenditures shows his investment, for tax purposes, as \$10,000 at time of sale.

In 1948 this homeowner sold his house for \$21,000, of which \$1,000 was paid to the real estate agent to cover his commission and sales expenses. Thus the net proceeds of the sale amounted to \$20,000 and the seller's profits amounted to the difference between \$20,000 and the owner's \$10,000 investment, or \$10,000 profit.

In computing the profit, the sale price referred to is the agreed upon total price, whether the former owner receives that total immediately in cash (or part cash and partly in property) or whether he receives it over a period of time through payments on a mortgage or a land contract.

If the house had last been used as rental property, before sale, the investment to be used by the owner in determining his profit or loss will be the book value of the house (net capital investment) as recorded in his *Landlord's Investment Status Record* (described earlier in this series) at the date of the sale. In this case, depreciation for the rental period will already have been deducted from the owner's investment.

For a property once rented, but last occupied by the owner, the investment of the owner would be the net capital investment at the end of the rental period, as recorded in the *Landlord's Investment Status Record*, plus investments since that date in either improvements or replacements which bettered the property. It will be noted that in this case, depreciation has been recognized for the rental period.

On the other hand, if the house had been continually occupied by

the owner since he first acquired it (as in the illustration given above), in computing his investment the owner should add together (1) the original purchase price, (2) settlement costs at the time of purchase, (3) improvements to the property (that is, to the house, other buildings or site improvements, lot, and utilities or streets) since the time of purchase, and (4) major replacement expenditures which resulted in betterments to the property. No depreciation is deducted in this case.

Special attention may be directed to the fact that the value of free labor performed in making property improvements may not be counted as part of the owner's investment. This is true whether the free labor is that of the owner himself or of a friend or relative. Since the value of that labor was never reported nor taxed as income, it has no value as part of the owner's investment in measuring his profit or loss at time of sale. However, for materials and equipment incorporated into the house, money spent by either the owner or someone making a gift to him is properly included as part of the owner's investment.

If there is a loss instead of a profit on the transaction, the treatment of that loss for income tax purposes depends on whether the house was a rental property or the owner's residence at the time of sale. If the latter, the loss is considered to be a personal expense of the owner and is ignored for tax purposes. If the house were a rental property at time of sale, however, a loss to the owner is a business loss and the entire amount may be deducted from total income in determining taxable income for that year. If the loss exceeds the income that would otherwise be taxable, the excess of the loss may be carried forward for deduction over as much as a five-year period. A special form (Schedule D) has been designed by the Bureau of Internal Revenue just for this purpose of calculating and reporting capital gains and losses.

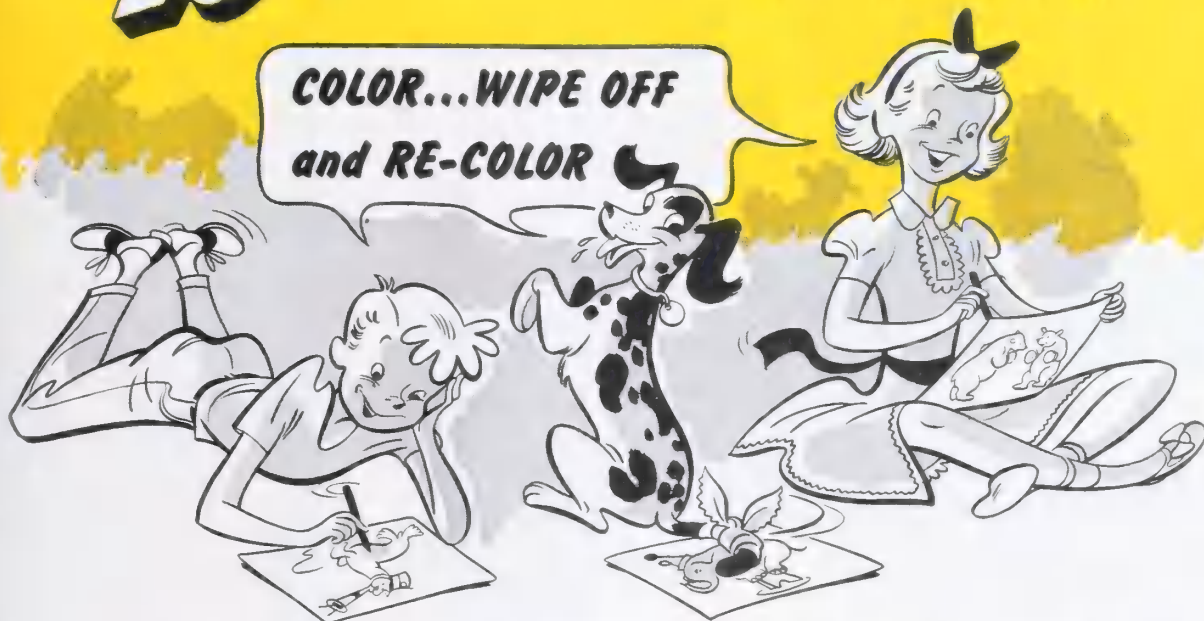
Profits on properties sold within six months of acquisition are classed as short-term capital gains, and the entire profit will be reported and taxed as current income. Profits on homes held longer

(Continued on page 102)

COLOR and RE-COLOR

Everlasting Fun for
the Sand Box Set

COLOR...WIPE OFF
and RE-COLOR



An unsung research hero busied himself for weeks studying the life expectancy of Celco's COLOR AND RE-COLOR TOYS.

He found that one (1) COLOR AND RE-COLOR CARD drawing withstood 2400 erasures. The fourteen (14) drawings in each set will withstand a total of about 33,600 erasings.

If a kiddie colored one card a day, his COLOR AND RE-COLOR CARD SET would last until he was 92 years old.

A special patented plastic coating over the drawing surfaces PLUS CRAYOFFS is the answer.

Children can color, wipe off with a dry cloth—and re-color again and again and again. CELCO toys are durable, washable, educational.

CRAYOFFS, the safe, non-toxic, washable crayons, will wear, of course, but they won't break when dropped. And should kiddies write on floors, tables, or wallpaper—well, remember CRAYOFFS can be easily washed off any washable surface.

The small fry in your life will spend hundreds of happy, quiet hours with their CELCO toys.

COLOR AND RE-COLOR CARDS may be had in the following sets:

- Western Round-up
- Circus Animals
- Things That Go
- For Little Misses

EACH SET has 14 different subjects and comes complete with Crayoffs and a colored pattern page for making cut-outs. **\$1**

If Your Dealer Is Unable to Supply You, Order Direct From—

Recommended and
Approved by
CHILDREN'S ACTIVITIES
MAGAZINE



Celco Corporation

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**WALLBOARD
DRAWING SET
#52:** Deluxe. 18" x 24" drawing area. Sturdy 3/4" x 2" natural finish wood frame colorfully decorated. Includes 11 Crayoffs and erasing cloth. **\$5.50** (without easel)
**EASEL STAND
#25:** is available for #52 Board at **\$2.25**

DRAWING SET #10: For table, desk, or lap use. 12" x 16" drawing surface. 1" x 1/2" red lacquered frame. Includes Crayoffs and erasing cloth. **\$2.00**
DRAWING SET #5: 9" x 12" drawing area. 1/2" x 1/2" red lacquered frame. Includes Crayoffs. **\$1.00**



CRAYOFFS are easily washed off all washable surfaces. A dry cloth removes Crayoffs from any smooth surface.
Package of 11 colors **20¢**



Buy CELCO TOYS at
these and
other fine stores:

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Lewiston, Maine.....B. Peck Co.
Liberal, Kansas.....Virginia Tot Shop
Lincoln, Nebraska.....Miller & Paine, Inc.
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Broadway Department Stores, Inc.
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Newark, New Jersey.....L. Bamberger & Co.
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New Haven, Conn.....The Block Shop
New Orleans, Louisiana.....Maison Blanche
New York City, New York.....B. Altman's
New York City, New York.....

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New York City, New York.....Goldsmith Brothers
New York City, New York.....Macy's
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Oakland, Calif.....Kahn's
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San Bernardino, Calif.....The Harris Co.
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San Francisco, Calif.....Macy's San Francisco
San Francisco, Calif.....Raphael Weill & Co.
San Francisco, Calif.....The White House
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Toledo, Ohio.....Lamson Brothers Co.
Tulsa, Oklahoma.....Juvenile Furniture
Tulsa, Oklahoma.....Kathryn Shop
Washington, D. C.....Lansburgh & Bro.
Washington, D. C.....Play Center
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Enclosed find 10¢, please send me
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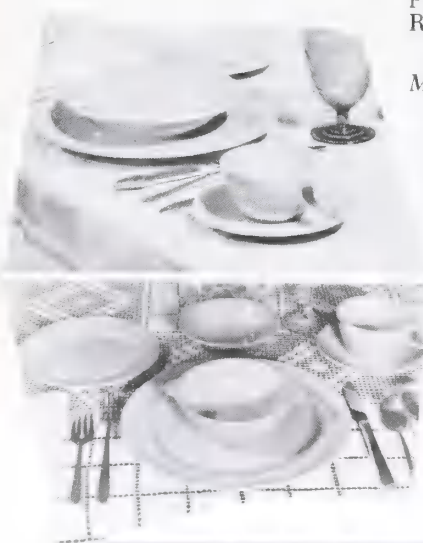
"It's OK, Mother... no holds barred
with these **MELMAC**® dishes!"

...Dinnerware molded of MELMAC
can be safely handled in ways peculiar to boys...
its resistance to breakage is terrific!

Dinnerware molded of MELMAC certainly has *resistance to breakage!*

But MELMAC pieces have lots *more*, too. Beauty. Soft, lovely colors. A feel of satin. Lightness... such lightness. Ease of handling and storing. Ease of washing, by hand or machine. What more could *anyone* ask—bride or Bridget... prep school quarterback or matron?

Of course, dinnerware molded of MELMAC costs a little more. Get a set—and see how much *more* it gives. If your favorite sources do not have one of the brand names listed below, write *us*. American Cyanamid Company, Plastics Department, 34A Rockefeller Plaza, New York 20, N. Y.



MELMAC MAKES FRIENDS

Mrs. N. W. Beach, Dallas, Texas adds gayety, friendliness to meals with dinnerware molded of MELMAC.

Mrs. George W. Mitton, Moline, Ill., finds that dinnerware molded of MELMAC adds extra charm to entertaining.

MELMAC

dinnerware

Smart To Buy... Smart To Give

Dinnerware molded of MELMAC is sold under the following brand names:

BOON TONWARE, BROOK PARK, DALLAS WARE, LIFETIME WARE, MALLO-WARE, MAPLEX, MELADUR, NORTHERN AIR-WARE, RESTRAWARE, TEXAS WARE

HOW TO FIGURE INCOME TAX WHEN YOU SELL YOUR HOUSE FOR A PROFIT

CONTINUED FROM PAGE 100

than six months are long-term capital gains. Only half the amount of these profits is taxed. The illustration on page 98 shows a Schedule D filled out to describe the sale transaction described above. Since the property was owned for nine years, the profit is calculated in the part of Schedule D reserved for "Long-term Capital Gains and Losses."

This illustration assumes that the seller received all, or a large part of the sales price in cash and that, consequently, he was required to report the entire profit as income in the year in which the sale was made. If, instead, the seller had received less than 30% of the selling price in cash at the time of sale, or during the same tax year, then he has a choice of reporting the transaction as either a cash sale or an installment sale. In cases where the seller is in a position to take a substantial mortgage payable over a period of years, and if the circumstances of his income are such that the spreading of the profit over the same period gives him a tax ad-

vantage, then the installment sale is something to look into. The determination of the amount of deferred payment and the manner in which it should be paid in order to get the most tax advantage is, however, both too variable and complex to be covered in a short article. When you contemplate a sale, the subject should be thoroughly explored with a competent tax adviser.

In addition to the three typical taxpayer roles of owner-occupant, landlord, and home seller, which have been described in this and the preceding article, there are several possible variations. A few of these may be mentioned. For the year when the homeowner first rents his home, depreciation and operating costs for only the rental part of the year may be reflected in his tax return. If the house is converted into two units, and one of them is rented, depreciation, operating expenses, and maintenance costs covering only the rented part may be taken into account in the current tax return.

HOW TO KEEP SILVER BRIGHT WITHOUT POLISHING



\$1.10

18 inches x 31 inches about

36 inches x 31 inches about **\$2.20**

STERLING STAYS GORGEOUS...

SILVERPLATE LASTS LONGER

Now you can use your sterling every day without wasting hours repolishing it. To keep silver beautiful, simply store your flatware and hollow ware in Pacific Silver Cloth. It protects the polish by filtering tarnish out of the air. Lasts a lifetime!

Constant repolishing wears off silver-plating. Save time and work, keep yours lovely years longer the Pacific way. You can buy Pacific Silver Cloth in chests, bags, and rolls—or by the yard—at leading department stores and jewelers.

Write for booklet and
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Pacific Mills, Dept. G-4,
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Pacific Silver Cloth



Ask for your complimentary copy of this fascinating handbook at your Kindel Dealer... or send 10c to cover mailing cost to Kindel Furniture Company, Grand Rapids 2, Michigan.

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Abilene . . . Waldrop Furniture Co.
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Albany . . . Mayfair, Inc.
Allentown . . . Dorney's
Alliance . . . Cope Furniture Co.
Ann Arbor . . . Handicraft Furn. Co.
Atlanta . . . Davison's
Augusta . . . Richards Furniture Co.
Baltimore . . . C. J. Benson & Co.
Baltimore . . . Conway Company
Baltimore . . . Fallon & Hellen
Baltimore . . . Louis Mazor, Inc.
Baltimore . . . Schuster & Co.
Baltimore . . . M. Shaivitz & Sons
Bay City . . . C. E. Rosenbury & Sons
Beverly Hills . . . W. & J. Sloane
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Birmingham . . . Bromberg Galleries
Bluefield . . . Bluefield Furn. Co.
Boston . . . Paine's
Bridgeport . . . Wayside Furn. Shop
Bronx . . . Mallory Fordham
Brooklyn . . . Katz's
Brooklyn . . . Frederick Loeser's
Buffalo . . . Hengerer's
Canton . . . Thurin's
Cedar Rapids . . . Luberger Co.
Charleston . . . Woodrum's
Charlotte . . . Belk Bros. Co.
Chattanooga . . . Fowler Brothers
Chicago . . . Marshall Field & Co.
Chillicothe . . . Ebenhack & Son
Cincinnati . . . Pogue's
Cleveland . . . Sterling & Welch
Columbus . . . F. G. & A. Howald Co.
Cuyahoga Falls . . . Long & Co.
Dallas . . . Titcher Goettinger
Danbury . . . H. Dick & Son
Davenport . . . M. L. Parker
Dayton . . . L. E. Mudd
Decatur . . . Bachman & Co.
Denver . . . Daniels & Fisher
Des Moines . . . Younkers
Detroit . . . Grinnell's
El Dorado, Ark. . . McWilliams Furn.
Elmira . . . J. P. & M. Sullivan
El Paso . . . American Furniture Co.
Erie . . . Klick Furniture Co.
Evansville . . . R. & G. Furn. Co.
Fall River . . . Modern Furn. Co.
Flint . . . Gainey Furniture Co.
Forest Hills . . . Mallory, Inc.
Fort Wayne . . . Maumee Furn. Co.
Fort Worth . . . Ellison's
Freeport . . . House of Lindberg
Genesee . . . Chapman-Burrows
Gloversville . . . Livingston's
Grand Rapids . . . Klingman's
Greenville . . . Craig-Rush Furn. Co.
Grosse Pointe . . . J. I. Brady
Harrisburg . . . M. Lee Goldsmith
Hartford . . . G. Fox & Co.
Hartford . . . Wm. H. Post Cpt. Co.
Hazelton . . . Hazleton Furniture Mart
Hershey . . . Hershey Dept. Store
Houston . . . Sunland Furniture Co.
Hutchinson . . . Graber Furniture Co.
Indianapolis . . . L. S. Ayres & Co.
Jackson, Miss. . . Kennington's
Jacksonville . . . Ridgell Furn. Co.
Kalamazoo . . . Vermeulen's
Kansas City . . . Macy's
Knoxville . . . Fowler Brothers
Lafayette . . . Reifers
Lancaster . . . J. B. VanSciver Co.
Lansing . . . Hull's
Lincoln . . . Hardy Furn. Co.
Los Angeles . . . Bullock's
Los Angeles . . . J. W. Robinson Co.
Louisville . . . Burdorf's
Madison . . . Frautschi's
Mansfield . . . W. E. Jones
Massillon . . . C. O. Finebrock Co.
Memphis . . . Goldsmith's

Miami . . . Richard Plumer
Milwaukee . . . Klode Furniture Co.
Minneapolis . . . The Dayton Co.
Mobile . . . Adam Glass
Monroe, La. . . Monroe Furn. Co.
Mt. Carmel . . . R. Guinan & Co.
Nashville . . . Period Furn. Co.
Newark . . . L. Bamberger & Co.
New Bedford . . . Wing's
New Britain . . . B. C. Porter Sons
New Castle . . . J. R. Frew & Co.
New Haven . . . Wayside Furn. Shop
New London . . . Shafner's
New Orleans . . . Maison Blanche
New Rochelle . . . Mallory's
New York City . . . B. Altman & Co.
New York City . . . Hathaway's
Norfolk . . . Smith Furn. Co.
Oakland . . . Bonyne's
Oklahoma City . . . Cullimore's
Oklahoma City . . . A. F. Williams
Omaha . . . Orchard & Wilhelm
Pasadena . . . J. H. Biggar
Pasadena . . . Bullock's
Peoria . . . J. R. Marshall & Sons
Phila. . . Strawbridge & Clothier

KINDEL

Grand Rapids

Pittsburgh . . . Colonial Art Furn. Co.
Pittsburgh . . . Joseph Horne Co.
Port Huron . . . Charles Fitzpatrick
Portland, Oregon . . . Paul Schatz
Pottstown . . . Wilke Furn. House
Pottsville . . . Hummel's
Providence . . . Burke-Tarr's
Quincy, Ill. . . Roy Bennett
Racine . . . Porter's
Reading . . . John F. Lutz-Esterly
Richmond, Va. . . Miller & Rhoads
Richmond, Ind. . . Weiss Furniture
Roanoke . . . Reid & Cutshall
Rochester . . . Sibley-Lindsay-Curr
Rockford . . . House of Lindberg
Saginaw . . . John Schmelzer
Saint Louis . . . Lammert's
Saint Paul . . . Weyand's

Salt Lake City . . . Dinwoodey's
San Angelo . . . Shepperson Furn. Co.
San Antonio . . . Joske's
San Antonio . . . Stowers'
San Francisco . . . John Breuner
San Francisco . . . W. & J. Sloane
San Jose . . . Robinson's
Schenectady . . . Ras Furniture
Scranton . . . Kurlancheek's
Seattle . . . Wm. L. Davis Sons
Seattle . . . Swigart Furniture Co.
Sellersville . . . Buck's Wayside
Sharon . . . J. M. Willson & Sons
Shreveport . . . Bewley Furn. Co.
Shreveport . . . Friend-Piper Studios
Sioux City . . . Younker-Davidson's
South Bend . . . Shidler Bros.
Springfield, Ill. . . A. Dirksen & Sons

Springfield, Mass. . . Red Lion Shop
Springfield, Mo. . . Long's Furn. Shop
Syracuse . . . E. W. Edwards & Son
Tacoma . . . A. T. Norman Co.
Terre Haute . . . Webera's
Terryville . . . Terryville Furn. Store
Toledo . . . Grinnell's
Toledo . . . Hurley's
Torrington . . . Smith-Tompkins
Trenton . . . Herman Spiegel
Tulsa . . . Cathey's
Uniontown . . . Sidney's
Urbana, Ohio . . . The Rack Shop
Utica . . . E. Tudor Williams
Washington . . . Mayer & Co.
Waterbury . . . Hampson-M-Abbott
Waynesboro . . . McKown & Woll
White Plains . . . Mallory's
Wichita . . . Geo. Innes Co.
Wichita Falls . . . North Texas Furn.
Wilkes-Barre . . . Erwin Furn. Co.
Wilmington . . . J. B. VanSciver Co.
Worcester . . . Joseph Grace
Yakima . . . Harold H. Schultz
York . . . N. J. Leader-Jacobus
Youngstown . . . Penner Furn. Co.



For You who love Fine Furniture



PHOTOGRAPH BY BURTON HOLMES FROM EWING GALLOWAY

You'll see a stark, rough, and beautiful medley of pre-Christian and medieval buildings, grouped together on the strange Rock of Cashel in Tipperary, Ireland, all reminders of the everlastingness of good, simple design.

How to leave home and like it

by Louisa M. Comstock

Dates and rates are changeable. Prospective tourists should confirm this information with their travel agents, transportation companies, or hotels

Looking for a travel bargain? Head for the Emerald Isle. You and your budget will enjoy the six- and nine-day circle tours by which the Associated British and Irish Railways are urging you to see Ireland. Their costs total up to something between \$7 and \$8 per day, including transportation in new motor coaches, accommodations at first-class hotels, all meals, even tips. All tours start from and return to Dublin, where you will want to allow time before or after to admire this varied capital. You can study its fine eighteenth-century architecture, visit the Abbey Theater, partake, at restaurants like Jammet's, of such delicacies as gulls' eggs and Irish coffee—one-third Irish whiskey topped with heavy cream; and, during August, visit the Dublin Horse Show, its biggest social event as well as good spectator sport. A sample of the nine-day tours is one that leaves most Sundays between May 21 and September 24. This gives you Wexford, where thatched cottages hug the road; Cork, where you, too, can hear the Bells of Shandon and kiss the Blarney Stone; Killarney; Galway; and Sligo. Price tag for all this is \$67.20.

On one of the six-day tours, leaving most Saturdays between May 13 and September 23, you visit Wexford, Cork, and Blarney, and Killarney and Kenmore in County Kerry. On another, also leaving Saturdays between May 21 and September 25, you concentrate on Galway where the lakes reflect the twelve bens of Connemara, and Sligo, with its prehistoric relics. Either one stands you \$42. For a complete schedule and reservations, if you hurry, see your travel agent.

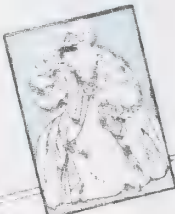
Sap's running!

There's fun to be had during sugaring-off time in New England. To get in on it, you have only to drive north until you see tin buckets shining in the sugar bush and smell maple-scented steam rising from a sugar house. If you prefer a definite goal, dates set, activities outlined, head for the annual Maple Sugar Festival in St. Albans, northwestern Vermont, April 14-16, during which a real sugar house will be doing business in the city park amidst street dancing, chopping contests, and sugar-on-snow parties. There will be a sugar-on-snow party in connection with the annual Mt. Mansfield Club Sugar Slalom at Stowe, April 25, and many pleasant places like the Inn at Woodstock will guide you through near-by sugar farms. But from now through mid-April, most anywhere where sugar is being produced, local inquiry will (Continued on page 184)

Again for 1950
Ford chosen "Fashion Car of the Year"
and receives the Gold Medal Award
of the
Fashion Academy

FASHION ACADEMY

312 FIFTH AVENUE AT 62ND ST. NEW YORK 21
ALVIN HARTMAN DIRECTOR REGENT 7-0231-2



January 23, 1950

Mr. Henry Ford, II
President, Ford Motor Company
Dearborn, Michigan

Dear Mr. Ford:

It is indeed a pleasure to announce that the new 1950 Ford has been chosen to receive the Fashion Academy Gold Medal Award for 1950. Because the Ford has not been content to rest on its laurels for 1949, but has exerted every effort to elevate the new Ford to even greater heights of fashion achievement, we applaud its success.

In the new 1950 Ford, America's Best Dressed women will find for their personal transportation a more perfect expression of the most modern fashion dictates and a more flattering background for their individual style awareness.

Retaining the smart grace of line that characterized the 1949 Ford, the new edition possesses added beauty in color, appointments, and design, and richer appeal in styling. It can rightfully make claim to an important place in the 1950 fashion picture.

Again, my sincere congratulations.

Cordially yours,
Alvin Hartman
Director
FASHION ACADEMY.

EAH.S



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Monument's new bedspread **HOCUS POCUS**—photographed at Lord & Taylor



HARRY TREDE TRANSFILM

A completely different-looking jacquard bedspread...with its primitive design...its picture-frame motives. As much at home with modern...as it is with Provincial or traditional. New in weaving technique, too...creating an iridescent effect...which makes the colors blend with any background. Killarney green (as shown), hibiscus red, royal blue, reed yellow, camellia pink. Washable...resistant to fading and stretching. Generous twin and full sizes. Matching draperies. Look for the label...ask for Monument by name. Many other exciting new designs...3.95 to 9.95. Write for name of store nearest you.

MONUMENT
SINCE 1850

Bedspreads



MONUMENT MILLS, 40 WORTH STREET, NEW YORK 13

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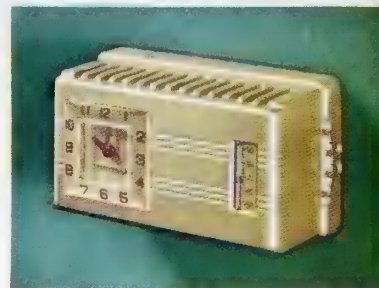
YOUR HOME, too, may require more than one thermostat for maximum comfort. By dividing your heating control system into two or more zones, you can compensate for different weather exposure. For example, you might have one control area for the cold, windy north side of the house and another for the warmer south side. And the recreation room area should be separately controlled so a lower temperature can be maintained without cooling off the rest of the house.

In larger homes, and particularly those of the rambler or ranch type,

it is desirable to provide two or more heating zones in order to maintain uniform temperatures throughout, or selected temperatures in different areas. It costs very little more to establish different zones of heating in a new home — and the results will pay big dividends in greater comfort and fuel economy.

Consult your architect and heating contractor about the proper location of controls and control areas for *your* new home. Or, mail the coupon for the interesting and informative booklet — “10 Ways to Heat Your New Home.”

- ① In the Living Area
- ② In the Dining-Service Area
- ③ In the Sleeping Rooms Area
- ④ In the Recreation-Utility Area



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Please send this copy of booklet “10 Ways to Heat Your New Home.”

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Home-Builder's Dilemma

The background of the page features large, faint architectural drawings. On the left, there is a detailed floor plan of a house with various rooms labeled. Above it, there is a perspective drawing of a two-story house with a prominent chimney and a gabled roof. These drawings are partially obscured by a white, torn-paper-like shape that separates them from the main text.

When a man plans to build a house in these times, he has to choose between two alternatives. He can pick the safe but uninspiring alternative of a rubber-stamp house that matches the prevailing ideas about houses held by his friends and neighbors. This means his house will never be his in the truest personal sense, for it will be too much of a common denominator, averaging out thousands of people's not-necessarily-informed ideas.

Or he can choose to make his house a personal, spiritual expression of himself and his family, their likes and dislikes, their values about what is important and trivial.

If he chooses the first alternative because it is easier, he will miss one of the greatest adult pleasures known to our times—even though his house may do quite adequately all the basic things a modern house is supposed to do.

See such a richly rewarding house on the next eight pages — a house that satisfies the owners' spirit as well as their physical needs.

A decorative horizontal line with a stylized arrowhead pointing to the right, located at the bottom right of the page.



The rich rewards of knowing what you want

Imagination, not money, made this a richly rewarding home. It cost \$7.50 per sq. ft. in times when \$10 a sq. ft. was big news

The dwelling-house is the last romantic place of refuge, the last portion of the environment wherein a man can express himself, and fulfill his personality, and live after the manner of his dreams.

—Lewis Mumford

by Lloyd Ruocco

Four years ago I built what is called a modern house. I built it myself without adherence to any plans, blueprints, or specifications, and I built it in large part out of sand and rock and lumber and water that sprang from the site upon which it was built.

What I tried to put into my house was spirit and art and beauty and a sense of being close to nature.

In 1946 when I told my friends that I had in mind an unconventional house which would literally grow out of the ground, they warned me that to build any house away from the accredited norm—that emphasized imagination,

art, and daring—would cost me a fortune. But “Il Cavo”—the name of our two-bath, two-bedroom house—cost \$7.50 per sq. ft., and contains 1505 square feet of floor in the main structure. We have proved conclusively, to ourselves at least, that beauty, spirit, feeling, and imagination are not expensive if you’ve got the courage to exercise them with ingenuity. And our house lets us be completely ourselves, in a way that a conventional house would not permit.

In building we used the natural resources on the land. All exterior retaining walls are dirt from the diggings, stabilized with cement. The rock for the (Continued on next page)

How our living room looks from the entrance level. Seen from above, it always invites you to descend to enjoy the view. Right, our hearth and smoke stack in the center of the room are removed completely in summer, and are replaced by a coffee table with a tree root base. Stack is counter-balanced to slide easily up or down, closes down against fire rim to stop sparks at night. Shown in detail on page 164.



ALL PHOTOGRAPHS BY WAYNARD PARKER



This is our front entrance and laundry. Yes, laundry

The rewards of knowing what you want (continued)

living-room wall also came out of the digging. It was of random size and color without flat or decent edges and was laid up with top soil and cement mortar worked between the stones with bare hands. The whole effect is marvelously mellow and natural looking: in fact, much more so than good stone could ever be. (See the color photograph of this on page 117.)

What we didn't have we purchased as reasonably as possible, for we had to make our money go far. For instance, an old, sturdy \$15 telephone pole, sawed in half, supports my living-room steps. Lumber and drawers which came from a war surplus sale make up our cabinets and storage space. Tree branches are used as towel racks in the bathrooms. A vertical slice of a big tree trunk made our dining table.

Our economies were achieved mainly because we let the structure itself be seen—and so eliminated the expense of a covering finish. This can be done by anybody—providing the structural materials are Nature's materials and are used with sympathetic handling.

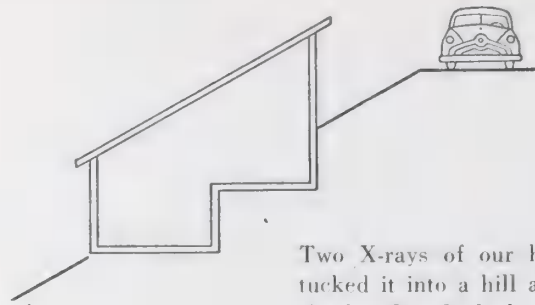
I was never in the market for refined, mechanically perfect, sleekly finished materials. I didn't want people coming into the house and pointing to certain features and saying, "Oh, isn't that the latest thing?"

I wanted my house to have a sort of rough, ageless beauty about it. And it has. To me, dramatic enrichment of atmosphere is infinitely more important than refinement of detail or precision of finish.

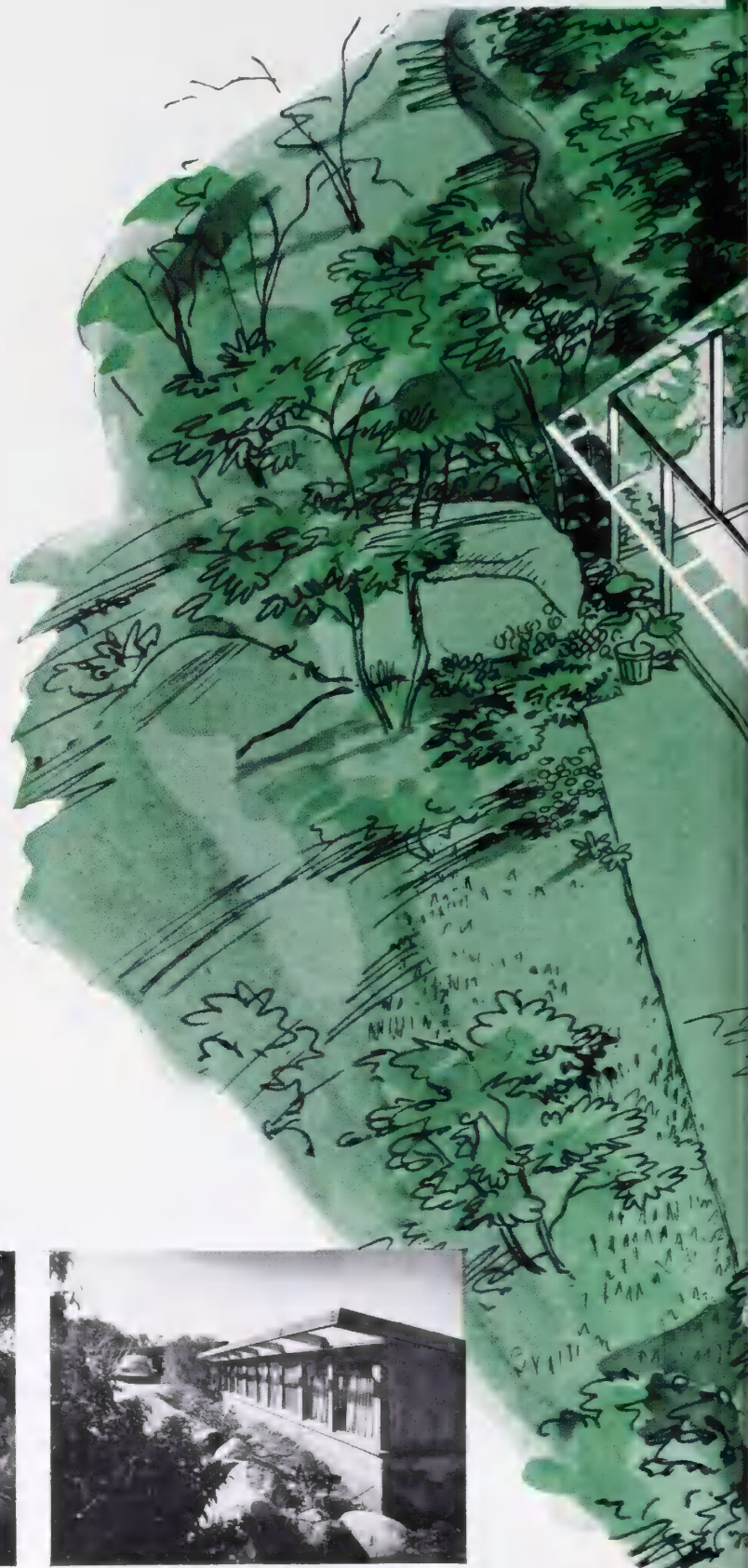
Most homeowners don't feel that way. Or if they do, they're too timid, too fearful, too afraid of experimenting with their own pet ideas, their own personal philosophies of living.

They live by the artistic standards of others, never creating any beauty for themselves, only copying what others have found rewarding. This is a great and crying pity, for all art, all spirit, all beauty is singularly individual and you yourself must inject it into your house, or your home becomes the creation of alien hands.

"Il Cavo" is the kind of house (Continued on page 115)



Two X-rays of our house show how we tucked it into a hill and among trees and shrubs. Result looks as though it grew there, a most satisfactory thing visually.



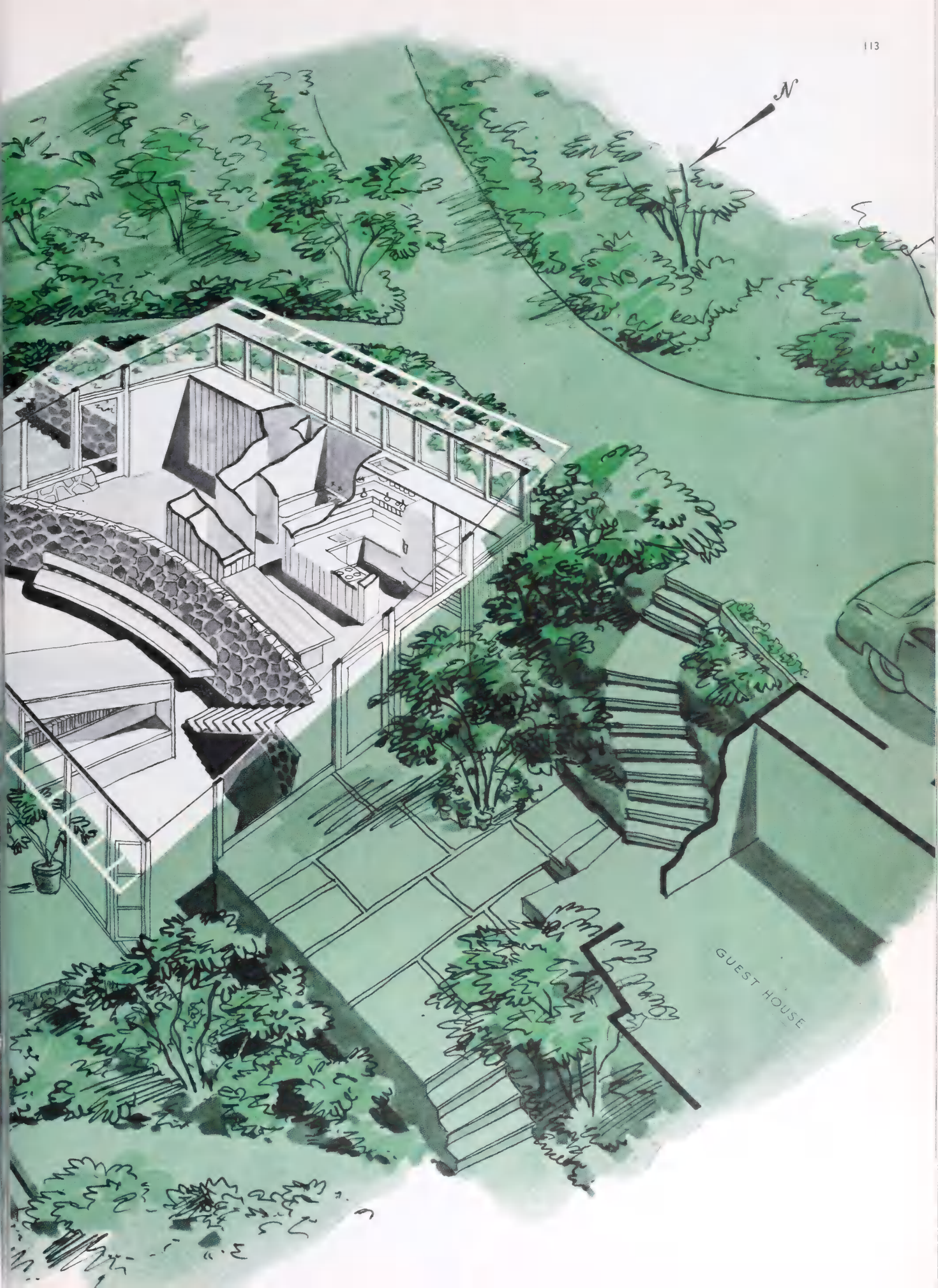
Terrace side of our living room overlooks our continuing hill. No exterior wall seems high, even though ceilings inside are high.



You walk through this court to arrive at front door. It is also our eating terrace, since it is near the kitchen, and private.



This is all of our house that shows from the driveway and street, making a very small and inconspicuous spot on the horizon.





This is what you see as you enter our two-level, hillside house. Our kitchen is all in browns and aluminum colors—except for stove and refrigerator. The walkway to the bedroom is directly ahead. The steps down to the living room are at the extreme left. Note sweep of roof slope.

ALL PHOTOGRAPHS BY MAYNARD PARKER



A better look-see at our kitchen. Stove wall has sliding panels of plate glass, which keep kitchen from seeming enclosed, let us look down into the living room. Picture at right shows other side of this same wall. High clerestory windows on opposite wall provide true cross-ventilation.



The rewards of knowing what you want

(continued)



Above are two pictures of our laundry. Yes, it is in the front hall. Front-opening Bendix tucks away admirably under a shelf. We enclose the space with a curtain of matchstick bamboo, hung vertically. On shelf above we do arrangements of flowers and other nature forms. Drawers at left were war surplus map drawers from bombers.



We sleep on a balcony bedroom, overlooking the living room. A curtain pulls across the side of the room that is open, if we want to nap in the daytime or dress while company is present. Notice how, everywhere, there are long vistas through the house. Judged in plan, this room is actually small. But visually it is huge, for the eye is not stopped by any obstruction for at least 10 feet.

that could belong only to me and my wife. It is the basic reflection of our tastes, our problems, our personalities.

Most homes are not their owners'. They are standardized according to the hoary-haired dictates of banks and lending institutions, and they reflect as much life and individuality as a dead mackerel.

Fortunately for us, we didn't have to traffic with banks, appraisers, and money men. We paid cash for everything as we went along. We took our own financial risk because we knew that no tradition-ridden bank would ever consider as saleable the house we had in mind. We built as we liked, bounded only by the limitations of our money supply which, frankly, was very small.

Before I tell you about our house in detail, let me introduce ourselves so that you can better understand the personal, functional, and aesthetic factors which produced our home.

My wife Ilse is a ceramist and a college instructor. She is of German parents who created in her a real love for order and simplicity. Her mother, a poetic soul, raised three children in the garden, firmly believing that one beautiful flower was worth much more than a dozen pieces of expensive bric-a-brac.

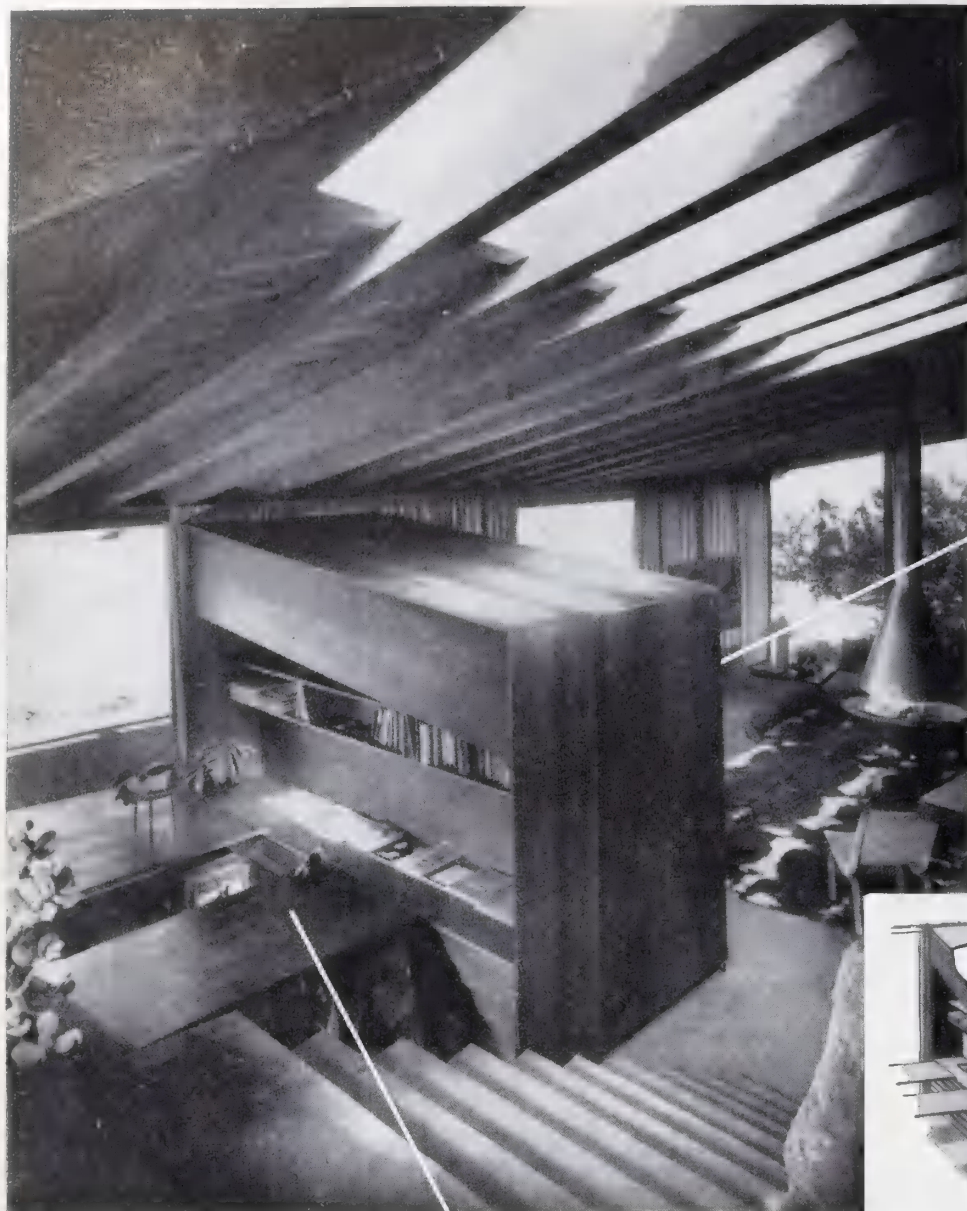
I am an architect, and I too have a certain need of being close to nature. I was raised in rural Canada, in thinly populated areas. My father was Italian and my mother English. This produced in me a certain lack of belonging—socially or nationally. Perhaps because of it, I feel no particular attachment to the customs of the past, or devotion to the designs of the moment.

In other words, both Ilse and I are free souls and artists—free to do what we feel is beautiful.

I built the house with the sole assistance of a carpenter who, I suspect, went around telling people that I had rocks in my head. I built the house to conform to the contours and boulders and plant life of the land. The limits and the angles of the walls and the relative levels of the terraces were all determined by the digging, the grade of the hill and the native shrubs.

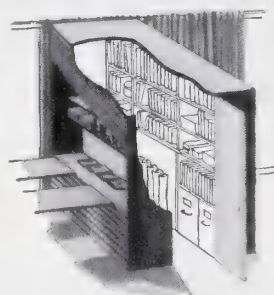
I improvised as I went along. The building expanded five feet in one direction and eight feet in another. The curved stone wall was a choice over that of drilling and blasting out solid granite. None of the exterior walls are parallel or even at right angles. Some of them change direction to avoid rocks, others to save shrubbery. Thus, the entire house has a sense of handicraft—of springing out of the ground. It gives you the feeling of plastic, amorphous form—of age, reliability, and an inevitable conformity to nature. And because of this, it is simple and secure.

(Continued on the next page)



The rewards of knowing what you want

(continued)



How to put every cubic inch to work

When your funds are limited you have to squeeze every dollar. Caggy shopping is only part of it. Thorough designing, so every bit of enclosed space is used, is even more important. The storage partition in our lower room is 100% useful. It divides the living area from my work area. But it is also our record player, storage room (sketch shows inner closet), library. It has 420 cu. ft. of storage space, 40 lineal ft. of shelves.

Take the structure, for example. A single-plane shed roof follows the natural slope of the site. It is supported on wood posts, with plate glass in between for all exterior walls.

Lateral stability against seismic action is achieved by bracing each wall plane separately and then unifying the whole thing through the diagonal sheathed roof. And it works very well, too. A little while ago, we had a fair-sized earthquake near San Diego, and the house weathered the temblor without a quiver.

Functionally, the main idea of "Il Cavo" was to achieve the greatest sense of spaciousness possible on a limited budget. By using the space-house idea in the main building, we have long diagonal vistas of over fifty feet. This is surprising when you consider that our dimensions are only 43' x 35', giving a total area of 1505 square feet. Since an additional area of 700 square feet would cover both the carport and guest room, this totals 2205 square feet for a two-bedroom, two-bath house, which isn't bad in the small house field.

From time to time, people come up to us and say, "Your house looks fine and different. (Continued on page 164)"



PHOTOGRAPH BY MAYNARD PARKER

Unless you are familiar with the variety of tints and hues in natural stone and wood, you expect earthy-colored monotony in a house "decorated" with its own structural materials. So the colorfulness of this house may surprise you. Actually, these colors are constantly changing in the play of outdoor light through skylights and window walls.



“Do you folks play cards?”

by Richard Williams



Is it not enough that my partner makes all the mistakes, misunderstands my subtle signals, disregards my command to lead diamonds, plays away from his ace in a trump contract—is it not enough that I carry all the burden of the game on my shoulders? Must I also be uncomfortable, worry about my lighted cigarette, and have no space on which to place my highball?

I wonder if the people who manufacture the ordinary run-of-the-mill bridge tables and bridge chairs play cards themselves. Could card players, who are invariably wise, intelligent, and virtuous people, really be capable of perpetrating some of the monstrosities on which I have sat? Has the maker of the bridge chair ever spent four solid hours sitting in his own chair? I say four hours, for that is the length of the average bridge or gin rummy session. (Canasta games last four years, each.) But I have played for more hours than four, although these days I haven't the strength I used to have. After twelve or thirteen hours of card playing I get a little tired.

Let's take card tables first. I have played on two kinds. First, the table bought originally at a bargain sale and now long past retiring age. Once its legs snapped open with the precision of a Rockette. Now the legs open with a rusty groan, wearily, one by one. Poor thing, it stands there wobbly, teetering, timid. At any moment, you fear you will have to cry, "Quick, Grandpa's folding up again!" This old table probably has an inferiority complex. Why shouldn't it? It is not a decent or respected piece of furniture, but one which is brought out only at the last moment, when the hostess says, "Do you folks play cards?" (This, to be sure,

occurs one minute and twenty-seven seconds after you have entered the house.) The rest of the time its habitat is the dark closet, where it is kicked by umbrellas and rests its edge on a pair of queasy old rubbers.

But even were this table new, it is neither beautiful in its four-square dullness or genuinely useful. The average cheap card table has no provision for those pleasant appurtenances of gaming—smoking supplies and filled glasses. At each of the four cardinal points of the table there is placed by the hostess one dinky little ash tray which after twenty minutes is full to overflowing and does not smell either of myrrh or frankincense. (Continued on page 196)

MORE PICTURES ON NEXT TWO PAGES

PHOTOGRAPHS BY WILLIAM HOWLAND



1 Here, bleached walnut card table and chairs by Baker Furniture Co. merge comfort with handsomeness in a permanently set up card-playing corner. Glasses from *Designed for Living*. Other accessories from *Past and Present*. Guild playing cards here and at top of page. Western Playing Card Co.

2 This mahogany table with a tooled leather top is intimate enough for twosome gin, yet not too small for bridge. Sketch shows how its top unfolds to double its size for dining or poker. Zangerle & Peterson.





PHOTOGRAPH BY JOHN DE BUS

3 No law says a card table has to be square. This one, for poker or any large group game, has hollows for chips or counters in its leather tilt-top. A Williamsburg reproduction, Kittinger Company.

5 No need for a cloth cover when the table itself is veneered in non-skid, pleasingly textured cork. Cards won't slide, wet glasses won't mar. Pull-outs hold ash trays. Designed by Greta Magnusson Grossman.

PHOTOGRAPH BY MAYNARD PARKER



Do you folks play cards?

(continued)



PHOTOGRAPH BY MAYNARD PARKER

4 Why not a folding top instead of folding legs? The corners of this "handkerchief" table fold over towards the center, making a 22-inch square leather-topped table that takes up little space. By Weiman Company. Home of Mr. and Mrs. Cecil Rhodes.



6 In the game-loving 18th-century tradition, have a permanent card-playing setup worthy of the rest of the room. Comfortable upholstered chairs with spine-hugging backs improve the game. Both the chairs and the leather-topped mahogany table are from the Beacon Hill Collection. At B. Altman & Co.



7 Another way to make your card table pay for the space it consumes between games is to choose a console type like this French Provincial design with felt-lined top which may be folded over to make table only 14 inches wide, or placed with one flap set up against wall. Kent of Grand Rapids.



8 An inner court for card action, and outer area for accessories make this lined oak octagonal table a poker player's delight. Built-in chip compartments may be closed with flush wood covers so that table may be used for dining. Designed by Harold Schwartz for the Romweber Co.



PHOTOGRAPH BY MAYNARD PARKER

ALL OTHER PHOTOGRAPHS BY WILLIAM HOWLAND



9 Four solid hours of sitting at the average bridge game calls for plenty of leg room. Your guests will certainly bless you for giving them armchairs if space permits. Both the chairs and the generous size walnut table, ornamented by simple reeding, designed by Paul Frankl.



10 Small game table in the dining room invites a short gin game with your after-dinner coffee. Cup and saucers rest out of harm's way on the pull-out slides at each end. Tooled leather top of the table proper is reversible, marked on under side for chess or checkers. From the Beacon Hill Collection. Photograph taken at B. Altman and Company.



11 Gin rummy for two, bridge for four and a quiet off-duty life as a decorative console sum up the roles of this versatile 18th-century table. Extension leaf flips up as well as down. From Old Colony Furniture Company.

Don't take



It's hard to believe, but 50 years ago people tried to establish a formal "town" life even at the seashore—a practice which led to the dreary and cluttered atmosphere of the room at the top of the page. When all woodwork and paneling were removed and a new, smaller-scale arch built, the fireplace became a more intimate feature of the room. The round grille above it acts as a ventilator for the hallway above. Walls were painted white and the floor stained jet black. Doors at each side of the fireplace are jalousies smartly patterned with diagonal slats. They provide additional ventilation for the room. See detail of front entrance door, left. Luke Kelly was the decorator.

a dim view of an old house

by Frances Heard

Don't be too quick to say "Not for me!" to an old house. Certainly that would have been the average house-hunter's first reaction to the fuddy-duddy pretentiousness you see in the "before" pictures here. But if its owners had not taken a second look at this seaside house, they might never have had so fine a summer home.

Suppose that old house were yours. If you really studied it, you'd find that its greatest fault was its dull brown look, the result of dark paneling, small windows, and stuffy furnishings. But visualize the rooms without the velvet hangings and yards and yards of fringe. Picture the living-room balcony without its Spanish shawl or, better yet, the room without the balcony. Imagine a change of color—pure white and clear, light hues in place of muddy browns and somber wine-reds. Try to see how you could let in more light and air. As a rule (Continued on next page)

If a house was well built in its day, it takes little to give it a second youth



To increase the light, three windows of assorted sizes were turned into one big window of fixed glass which was extended all the way

to the floor. On each side of it, behind the draperies, are glass doors which may be opened for fresh air and easy access to terrace.

Don't take a dim view

(continued)



this calls for only a little more window opening and a great deal less window draping.

Take a look at the transformation decorator Luke Kelly achieved when he applied such imagination to this turn-of-the-century relic. This is a seashore summer house, but the principles which resuscitated it are basic procedure for smartening up an old house anywhere. What Mr. Kelly did may be summed up in a four-point formula: He substituted clear, light colors for dark. He turned groups of small windows into important single openings. He simplified architectural detail wherever he could. He used only a few pieces of furniture and accessories, but kept them large-scale and significant.

The house was well built to begin with and is still structurally sound, of course, but our guess is that this second-look treatment has doubled its life span.



"AFTER" PHOTOGRAPHS BY WILLIAM HOWE



The oak-paneled mantel surrounding the fireplace at one end of dining room set the date for the original pompous oak furnishing. All this gingerbread was banished from view by a false ceiling and walls, which were in turn covered by glazed chintz. Storage closets were built between inner and outer walls, and fitted with unobtrusive flush doors. (See open closet at left.) End of the room opposite the fireplace was opened to the view with one huge window.

To give the owners a glareless rest from strong seashore light, walls, ceiling, and furniture in the master bedroom were painted dark green. The green-and-white striped upholstery, and the white curtains and bedspread make a crisp accompaniment. Baroque plaster scrolls framing the bedhead make the bed look important in size. Wall-hung reading lamps save night-table space.



The decorator made an asset of the slanting ceiling in the tiny bedroom below by treating this whole end of the room as an alcove, lining it with the same blue and white chintz used for bedspread and draperies. Open shelves between the beds take the place of night tables. Opposite wall was covered with mirror (left). A pair of open-shelf tables placed against it serve as dressing table.





- ✓ *It's both chintz and damask*
- ✓ *Its pattern is timeless*
- ✓ *It's traditional*
- ✓ *It's contemporary*
- ✓ *It's wrinkle-resistant*
- ✓ *It resists soil and mildew*
- ✓ *It keeps its crispness*
- ✓ *It defies shrinkage*
- ✓ *It washes and dry cleans*
- ✓ *It's inexpensive*

How talented can one fabric be?

For a remarkable performance, watch
the damask chintz on these four pages

It isn't possible for one fabric to be all things to all people. But here's one that comes as close to filling the bill as any you've ever seen. Devotees of Miro and free-form furniture appear to be just as taken with it as admirers of Chippendale and Grinling Gibbons. And it certainly gives all the right answers to the practical-minded who ask stern questions about washing, fading, shrinking, and wrinkling.

The fabric itself is a softly glazed chintz, made by Everfast Fabrics, Inc. But the secret of its versatility is that it couples cotton's universal usefulness and easy upkeep with a timelessly popular damask pattern, which you never used to see in any but formal, silky, perishable fabrics. For more about its uses and the whys of its precocious practicality, turn the page.

by Laura Tanner

COLOR PHOTOGRAPH BY WILLIAM HOWLAND

See how handsomely this chintz, patterned like satiny damask, blends with the traditional furnishings in the Longfellow Room in the Women's City Club, Boston. Furniture, from the Beacon Hill Collection, Kaplan Furniture Company.

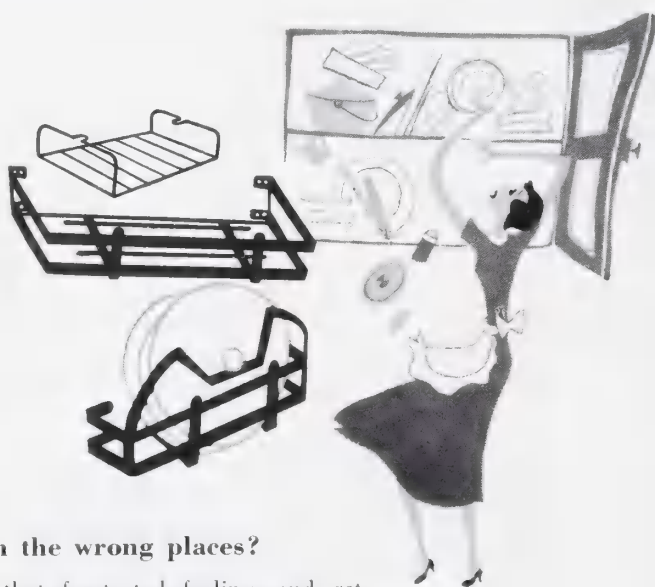




Spring fever can do your kitchen good

by Charlotte Conway

If you're tired, the chances are it's your kitchen that needs the check-up. Skip sulphur and molasses in favor of our cures to put it in top condition



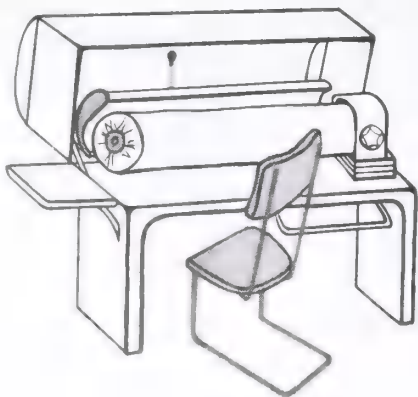
Bulging in the wrong places?

Get rid of that frustrated feeling, and get order out of chaos with helpful racks attached to cabinet doors for all the kitchen extras.



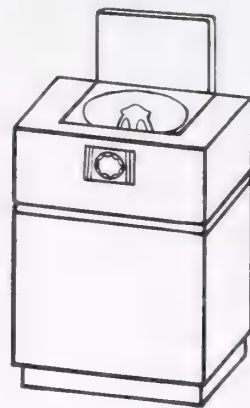
Running a temperature?

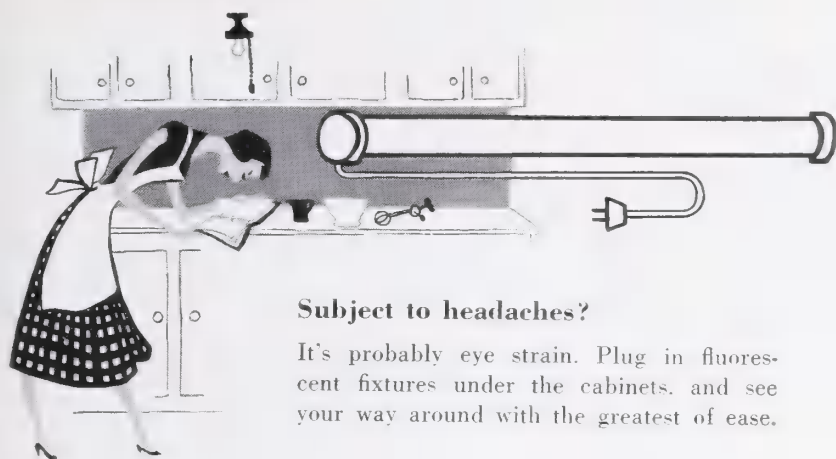
Bring yourself and your kitchen back to normal with an electric ventilator. It will cool you off, chase out soot, smoke, and cooking odors.



All washed out?

The best prescription we know is an automatic laundry. Washer and dryer work with the turn of a switch, irrespective of the weather, while you shop. And sitting down at an ironer is more fun than driving your car.





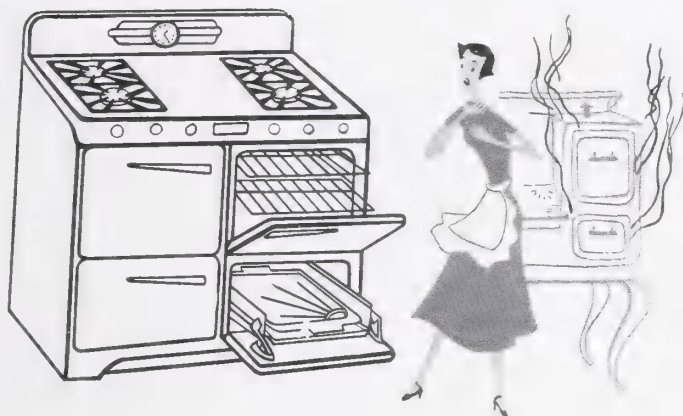
Subject to headaches?

It's probably eye strain. Plug in fluorescent fixtures under the cabinets, and see your way around with the greatest of ease.



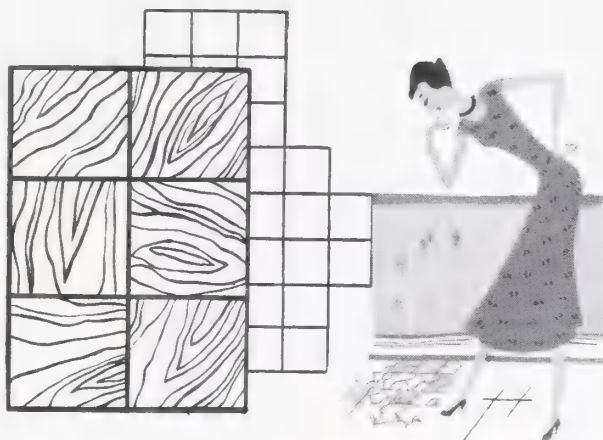
Dish prostration?

An electric dishwasher, built-in or portable, ends that three-a-day dishpan routine. Dishes come out cleaner than ever before. You can forget about the wiping.



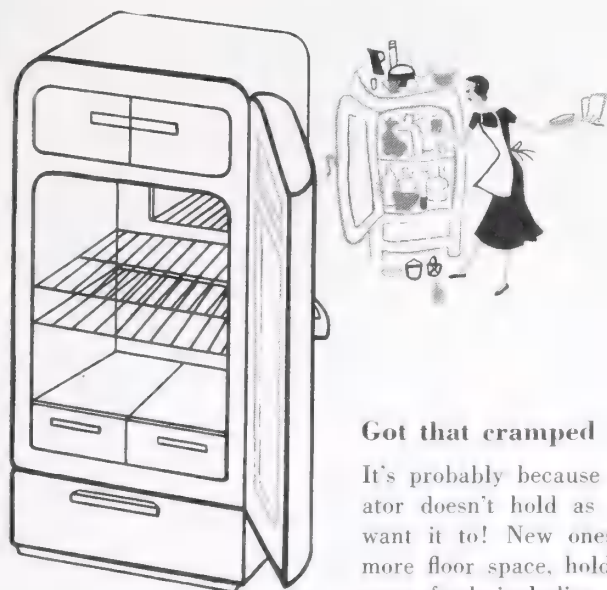
Throat irritation due to smoking?

Don't get all choked up over a steak dinner. Try one of the "CP" gas ranges with smokeless broiler. Not a whiff of smothering smoke escapes.



Spots before your eyes?

It's just plain hard use. Install clean, colorful plastic tile walls, and floors of easily cleaned linoleum, asphalt, rubber, or vinyl.



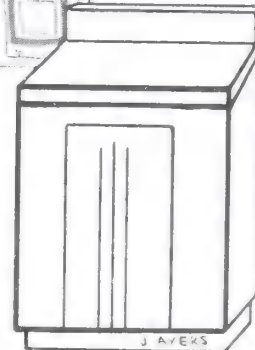
Got that cramped feeling?

It's probably because your refrigerator doesn't hold as much as you want it to! New ones take up no more floor space, hold unbelievably more food, including frozen packs.



Low hot-water pressure?

You need a booster water heater. Get one about 24" square, of 30- or 40-gallon capacity, and you get more hot water plus extra counter space.





What to bring back from Italy

-that you don't have to declare at the customs

"... After breakfast I begin my work, and play, and sing, and compose till about noon. Then Rome in all her vastness lies before me like a problem in enjoyment; but I go deliberately to work, selecting a different historical object every day. Sometimes I visit the ruins of the ancient city; another time I go to the Borghese Gallery, or to the Capitoline Hill, or St. Peter's, or the Vatican. That makes every day memorable."

by Richard Williams

Felix Mendelssohn wrote this to his parents from Rome. He was then a very young man (he was being treated to the Grand Tour of Europe for his twenty-first birthday), yet the letter contains a morsel of wisdom worthy of the experienced traveler, four words which we can use for our text: "A problem in enjoyment."

Italy is a problem in enjoyment. So much is there to see, so many churches, paintings, monuments, relics, hills, cloisters, rivers, palaces and gardens are there to visit, that the problem can only be solved by the most ruthless process of selection. To see Italy you've got to decide that you won't see nine-tenths of it.

If you attempt to see all of just the major points of interest—those which are starred in Baedeker or the Muirhead Blue Guides—you will contract a case of that common traveler's disease: indigestion from too much beauty. Its symptoms are not only tired eyes and faltering feet but also a general dizziness, a confusion of many colors, and an inability to remember anything definitely.

There's more to this caution. Verily, even if your strength is that of the lion and your endurance that of the camel, you will have seen, after you get all through, only one part of Italy—that is its past. You will then be able to say that you have made a journey to a museum, one that was rewarding and exalting, to be sure, but you will not be able to claim that you have seen the living Italy or got an inkling of how Italians feel, work, quarrel, enjoy themselves, cheat and help each other.

But that is the best part of a trip—at least, to me it is—seeing how people live. The Italians particularly are fasci-

nating folk. They have so much gumption and vitality that contact with them is a constant drama. Stand in line with a group of Englishmen and time will pass slowly. Stand in line with Italians and you'll live through a play in three acts. Italians have many traits which seem to me admirable: a mild, ironic humor, an easy sentimentality spiced with a pinch of scoffing, and a will to work, a capacity for rebuilding, which is positively exhilarating. They are a philosophical people, and I have learned much from them which I can apply to my life. (The only thing they *don't* understand is good government.) Their achievements in craftsmanship are remarkable and instructive. (Be sure to see modern Italian dishes, vases, and other ceramics; also their handbags, ties, books, linens, shoes, etc.) In a word, they are people worth knowing.

Therefore, you need a plan which will help you toward an acquaintance with one or two Italians, other than those who handle your baggage and show you to your room. (Hotel employees are not really Italians or Frenchmen or of any particular nationality: they are an international race in striped trousers.) So, here is my suggestion: Figure out some way of getting a letter of introduction to any Italian family. Not a prominent or influential family necessarily, just anybody. It doesn't matter how remote the connection between you and that family is. See if your cousin's uncle or the brother-in-law of your husband's secretary doesn't know somebody or hasn't got a relative who lives in Rome. A link to the living, even a tenuous one, will make your trip much more enjoyable. If you ask around among your friends, you'll discover the (Continued on page 223)

If your garden
is too shady
for summer flowers

Go all out for Spring

Your own yard can rival the gorgeous full bloom
of the little gardens in the spring flower shows



The Gilbert Hitchcocks have a colorful city garden in the shade of some of the finest big trees in Washington, D.C. They met the shade problem by calling in a local landscape architect who gave them a garden of sturdy native shrubs that thrive and bloom without needing a lot of special care. The main color season occurs just when the leaves on the trees overhead are about half grown. For the rest of the year the garden relies upon the beauty inherent in interesting combinations of leaf textures.

The Hitchcock garden is really only a shelf built into a steep hillside in the city, but it gives the family colorful living space in spring, and a green, shaded outdoor room for the long, hot Washington summer.

Garden designed by Rose Greely

Landscape Architect

Color in this garden depends upon flowering dogwoods, azaleas, and rhododendrons, chosen because they bloom at dogwood time. All these plants need protection from the heat of midsummer sun. So actually they profit from being grown in the shade of the tall trees overhead.



SEE THIS GARDEN IN COLOR ON OUR COVER

Spring gardens need hard-surface pavings if they are to be enjoyed on the many sunny days when the ground is still too wet and soft for you to walk on. Both pink and white dogwoods thrive anywhere except in alkali soil regions. Use redbud in these places.

garden
Better your home
Better your living

At no other time of year are the shadows as interesting as in spring. The sunlight falls in long slanting rays. Tree leaves are still too small to cut off much light, and they are so thin that much of the light readily shines through them to give a color like that of lush new lawn grass.



A kitchen that's planned for parties

If you entertain a lot, you need a large kitchen, specially planned to prevent traffic problems

This large-scale kitchen in the home of Mr. and Mrs. Alan Ladd, in Holmby Hills, California, came about because the Ladds have four children, a host of friends, and a tireless enthusiasm for entertaining. Obviously, any kitchen of theirs would have to work overtime. But it would be nothing but confusion unless it were planned large enough to handle dinner for twenty as smoothly as the family's day-to-day needs.

Oversize equipment, generous storage space for all the foods, china, and utensils a big family needs, and work counters enough for parties of almost any proportions are the solution. The kitchen proper is big—about 16 feet square—and is banked solid with steel cabinets for provisions, dishes, cooking tools. Every possible inch of space is utilized, including that under the center work table, where cabinets hold mixing bowls and cutlery right where they are used. Important auxiliaries are a room-size food storage closet and a large separate pantry where children's meals or a cocktail tray may be prepared when traffic in the kitchen is heavy.

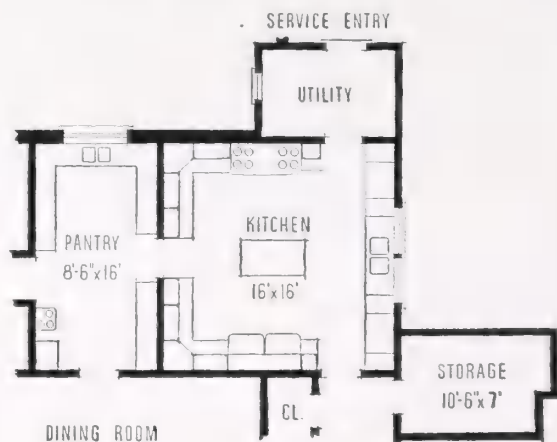
Kitchen-Kraft steel cabinets, Midwest Mfg. Co. Twin refrigerators, Westinghouse Electric Corp. Gas range, George D. Roper Corp. Dishwasher, Hotpoint, Inc. Waste-King garbage disposer, Given Mfg. Co. "Pry-lites" recessed lights, Pryne & Company. Clipper ventilating fans, Trade Winds Mfg. Co. Linoleum, Armstrong Cork Co. "Barnyard Jamboree" wallpaper, Warner Company.

The big pantry has its own sink and stove, serves as auxiliary kitchen when dinner parties and youngsters' meals overlap.

ALL PHOTOGRAPHS BY MAYNARD PARKER



Special work table consists of steel cabinets under a maple chopping surface. Note two refrigerators.



Robert Finkelhor and Gerard Colcord

Architects



It takes a lot of stove to make mealtime wheels go round in this hospitable household. The huge gas range has eight burners and a griddle on top, two ovens and two broilers. A ventilator over it carries off food odors, smoke, and grease. A pass-through at the left of the range saves steps to the pantry. Note knee-hole space in the center work table for sit-down comfort at kitchen chores. Left, another step-and-time-saver is the front-opening dishwasher, which is installed under the sink counter. Since the wallpaper is washable, it's as practical as it is colorful and entertaining.



Luncheon for V.I.P.s on a day's notice

PARTIES

that make you famous

by Virginia Stanton

Let's be honest about this. Every family has its roster of Very Important People. They're usually dignitaries like your husband's boss, or the big but difficult customer who must be tenderly eased up to the contract. Some people also include aged and affluent aunts, or the principal of Junior's school, especially if Junior is turning out to be not quite so bright as had been hoped.

Whoever your own particular V.I.P.s are, they are the people you strain to impress with the graciousness of your hospitality and the excellence of your food and drink. So under the most propitious circumstances they can be hard on the nervous system. But they are at their most nervous-making when they descend from afar and without warning, as they frequently do.

On a Saturday morning, say, you get a phone call from your husband. "V.I.P.s are in town. Couldn't we have them to lunch tomorrow?" The answer, naturally, is yes. But you can learn how to say it with delight and enthusiasm (*Continued on page 226*)

Setting a luncheon table for unexpected bigwigs. Mrs. Stanton uses countrified Quimper ware to play up the provincial quality of a simple chicken casserole. American handmade "Thousand Eye" glass by Westmoreland Glass Co. Cloth by Ellison & Spring. Sterling is "Fairfax" by the Gorham Co.



This was meant to be just a simple passageway between parlor and dining room in an old, space-wasting brownstone house. But now it's no longer a mere traffic aisle. Book cases and storage cabinets give the wall real function. Small table, lamp, and chairs turn the hall into a little library or card room. A room-like hall makes a pleasant annex when guests overflow living and dining rooms at large parties. Home of Mr. and Mrs. Cecil Rhodes.



A collector's-piece dresser decorates this hall, but also stores oddments needed in the living room. Corner phone desk makes a tiny office. Home of Anne G. McNeile, Brentwood, Calif.

4 PHOTOGRAPHS BY MAYNARD PARKER



You can make a hall a sort of house-plant conservatory, especially if it gets daylight. For parties, this hard-surface floor works as a dance floor. Home of Henry Barnett, Diablo, Calif.

The extra room you didn't know you had

**You can't afford a next-to-useless hall. Here's
how to make it pay off as real living space**

Are your halls dull passages which do nothing but take you from here to there? If they are, you may be wasting precious wall and floor space which could actually be giving you that extra, auxiliary room you need.

With a little planning, any passageway can be transformed into a supply room or a miniature office, thanks to built-ins. But you don't need a very spacious hall to create a small library, music room, or extra sitting room. You know best what space you have and what your own needs are—a place to sew or to look at TV away from the madding crowd in the living room. Upstairs or downstairs, a hall could prove to be the answer.

3 PHOTOGRAPHS BY WILLIAM HOWLAND



A handsome, commodious Federal chest in the upstairs landing in home of Mr. and Mrs. Emmett McCormack, New York, gives hall eye-appeal, makes it useful as extra linen closet.



A narrow hall is a sleekly built-in office in the Clifford Goldsmith home, Tucson, Arizona. Lighted, glass-top counter serves as a desk. Pull-out chair fits snugly underneath. Top cupboard stores record albums behind sliding doors.



Built-in sofas transform a second-floor landing into a second sitting room. Fabric from Brunschwig & Fils. Wallpaper, A. L. Diamond & Co. Home of Mr. and Mrs. Leon Kaplan, Brookline, Mass.



See how much beauty comes from contrasting four interesting textures—pine needles, the notched Columbine, tufty Santolina, and rough stone. Today's gardens should have this close-up beauty. Gardens have moved up close to the house. They no longer are a thing apart to be seen at the end of a long allée or through a vista.



What is beauty in a garden?

By Dr. Joseph E. Howland
House Beautiful's Garden Editor

“Why an article about beauty in a garden?” you are saying to yourself. “A garden is Nature. Nature is beautiful. Q.E.D.: a garden is beautiful because Nature can't help but be beautiful.”

If this is your reasoning, you are just the guy we are looking for.

How would you explain, in the light of your reasoning, why some gardens are more beautiful than others? Some are, you will admit. Is Nature more beautiful in some places than in others? Or is Nature more beautiful at some times than at other times?

We hope we've got you going in circles. It's not as simple as you thought, is it? Nature's beauty is part of the answer, all right. But only part! What Man does to Nature gets mixed into this problem. For gardens are, perforce, Man-Made. And some of us seem to be able to arrange Nature more pleasingly than others of us.

It's the job of this article to try to pin down *how* to arrange Nature so that a garden is beautiful.

Most important thing about (*Continued on page 145*)

ETHELBERT FURLONG, LANDSCAPE ARCHITECT

Your eye doesn't stall at any point in this garden but follows the free-flowing lines of its plant and rock structure, making exciting discoveries at every turn. Note how much beauty comes from variations in textures.

This small garden is beautiful because it duplicates the casualness Nature uses in combining plants when she builds a garden.





EDWIN T. WYATT, LANDSCAPE ARCHITECT



- 1 When a plant has the home it needs it is a beautiful plant. Nature sees to this. Man must do as well by the plants. Each plant here has the right soil, exposure, and companions (plant or rock), so adds beauty.
- 2 Without contrasts any work of art becomes boring. But a collection of contrasts bores, too. So use flowing groups of each kind of plant, with an occasional bold plant for contrasts. Note use of contrast between plants and bricks.
- 3 Did you realize that so much beauty could come from a packet of vegetable seeds? This is red cabbage. Use it—or mustard or head lettuce—for a dramatic accent of form and texture in a spot like that given hosta in #3.
- 4 If you need a coarse, crinkly leaf to give the texture change you have a mind for a spot, make Savoy cabbage your choice. If you need a feathery effect, use parsley or carrot. Or try the bolder appearance of rhubarb and chard.

What is beauty in a garden?

(continued)

a beautiful garden is that it must *always* be beautiful—all 12 months of the year. Beauty that is fleeting is not beautiful enough. It must be permanent. Gardens cost us too much—in time and/or money—to be short-lived. So you can't let such ephemeral things as the bloom of flowers be the end-all of your garden. Flowers are the extra dividend, but not the foundation. So, a beautiful garden must be based on permanent things: woody plants with their beautiful branch structure (even when bare), contours and grade of the ground, the lines and patterns of paving, the textures of rock and bark, the waxiness of evergreen leaves. These are the ingredients for permanent beauty.

The trick is being able to combine all these in the right proportions.

That "right proportions" is a big subject. For this ticklish problem of what is "right" takes more perspective than most gardeners seem to achieve. For gardeners tend to worry so much about the individual plant that they haven't sufficient perspective to see their garden (Continued on page 253)



This is true beauty because these flowers, plants, and rocks occur together like this in Nature. They invite close scrutiny of their textures. They are per-

fectly proportioned to each other, alike enough to make for unity and a flowing transition, but different enough to contrast with each, becomingly.



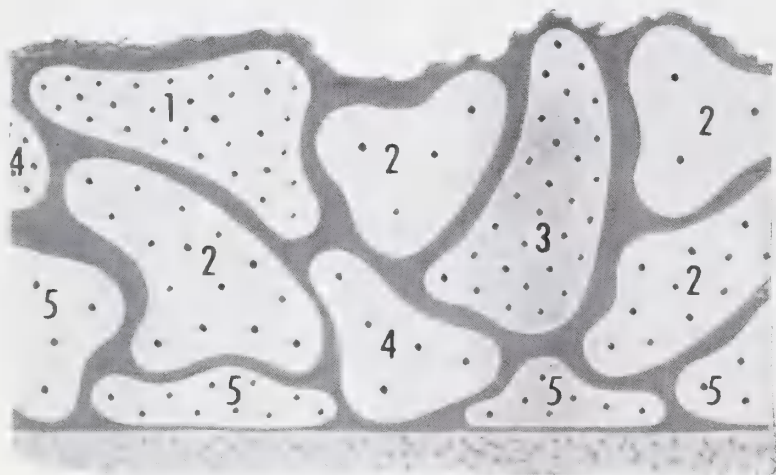
ALL PHOTOGRAPHS BY GOTTSCHO-SCHLEISNER



How to build drifts of color

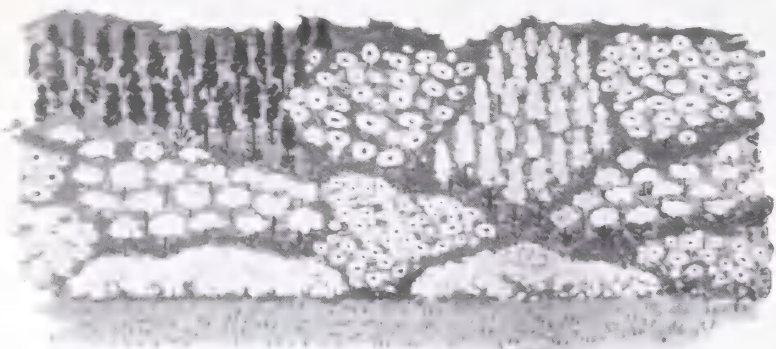


First study habit of growth, because plant and flower shape alters color effect. Flowers of similar shape should have similar colors. Delphiniums (1), zinnias (2), stocks (3), sweet william (4), creeping alyssum (5), can be exactly the same color *but* color effect of each plant differs.



Then plant in groups or drifts. Keep plants fairly close together. Dots represent plants; numbers refer to shape of plants above. Long, narrow drifts force the eye to race along; short, squat drifts slow it up.

SKETCHES BY JOHN BRIMER



Texture of drift depends upon size of the individual flowers. Observe the texture difference here, for example, between a drift of zinnias and a drift of ageratum.

Color like this doesn't "just happen"

You can't push plants around like color chips because their shape, texture, and proportion of leaves to flowers determine *real* color effect

by John and Carol Grant
Landscape Architects

Why do so many good color schemes look like miserable mistakes when you try them in a garden? Mainly because most people forget that the color of a single flower is quite different from the color of the plant as a whole. Compare zinnia with cosmos, for example. The blossoms can have exactly the same color. But the zinnia plant is round and compact, cosmos irregular and feathery. Zinnia wears a crown of bloom; cosmos flowers are more or less hidden by the leaves. The zinnia flower is large and full; the cosmos flower is small and has few petals. These plants cannot possibly produce the same effect.

So think first of what a group of the plants in question looks like. Then work in large, simple sweeps of color, not in little spots. Look at the garden opposite. Each color you see is due to a separate group or drift of plants. Some of the drifts in the garden pictured are ten or fifteen feet long.

Resist the temptation to use too great a color range or too many kinds of plants. And avoid creating parallel ribbons of color. Instead, plant in drifts that give you width, depth, and height, as shown in sketches. (Continued on page 252)

COLOR PHOTOGRAPH BY DEARBORN-MASSAR

Result of planting in drifts

This garden seems much wider and longer than it really is. Drifts of color blend together, one color to the next, one texture to the next. Your eye is led forward, quickly through one color series, slowly through another. Important fact is the eye *does* move because the designer followed the principles shown in the three sketches at the left. Garden of Mrs. Gilbert Le Baron Duffy, Seattle.





Tulips are wonderful dooryard flowers because they are so showy. Bulbs can be dug after bloom and annuals (started earlier from seed) moved in to replace them. Donald A. MacDonald, landscape architect.

The big flowers of tulips are even more spectacular when seen from above, a fact to take advantage of when planting below a raised terrace or under a window. Designed by Stumpp & Walter Co.



Daffodils thrive anywhere, even in moist soil near water. Give them a background of stones in interesting textures, or plant in drifts in lawn (opposite). This is Mrs. Flagler Matthews' garden.

Try bordering a frequently used path with tulips. When you can see tulips constantly, you appreciate the wonders involved in their daily opening and closing. Edward Huntsman-Trout, landscape architect.

PHOTOGRAPH BY MAYNARD PARKER



Bulbs give a never-fail

Flower-show look



FOUR PHOTOGRAPHS BY GÖTTSCHE-SCHLEISNER

For acceptable out-of-season appearance of naturalized bulbs keep your bulbs in sizable drifts, never less than 25 bulbs, preferably 50 as here (tulips in foreground, daffodils behind birches). Wait for leaves to turn yellow, then cut them off and mow lawn for rest of year without regard to location of the bulbs.

Spring bulbs are the easiest flowers to grow, the surest to bloom. The professional bulb grower puts into them just about everything needed to produce blooms. You must supply only water and sunshine. If you want the biggest flowers possible, order "top-size" bulbs. Then water generously and regularly, once the blossom buds are visible in the spring, until the flowers open fully. You sometimes double flower sizes by this bit of care.

Order bulbs now

Choose your favorite varieties now while you see the spring bulbs in bloom. Then send off your bulb order right away. You'll be sure of exactly the varieties you want, also earlier delivery at planting time. (Early planting makes for larger flowers.)

Ideal for shady places

Spring bulbs are the sensible answer when you want color in shady places, especially if the shade is heavy all summer long. Bulbs make all their growth in the spring, die down and rest from June until the next spring. Thus, they get most of their growing done before the trees leaf out fully (photograph at left). Even if the shade is man-made and continues through all 12 months, spring bulbs are a wise choice. But for such a trying situation, better replant your shade garden each year.

Quick flower show for a new house

Instead of rushing into tree and shrub buying, live with your new house until you know what you need in the way of a garden. Wait to discover which parts of your garden will be most livable at different times of year. Meantime, get a good lawn started and rely on bulbs for spring color, especially if you move into your new house in the fall. It's safe to plant bulbs as late as January.

For a full season of bloom from bulbs

Earliest to bloom are crocus and snowdrops (usually early March in the New York area). Then in order come scilla, chionodoxa, daffodils, grape hyacinths, and tulips. Breeder tulips close the season about May 25.

HOW TO SCORE FLOWER ARRANGEMENTS

	Points
Design	30
Color harmony	30
Distinction	20
Condition	10
Relation to container	10
	<hr/> 100

This is the point system judges use in evaluating flower arrangements. Two photos below show how it works (explanation on page 243). Use it to check your own arrangements.

"OUT OF THE RUNNING"



Design	0
Color harmony	25
Distinction	0
Condition	10
Relation to container	5
Total points	40

"IN THE MONEY"



PHOTOGRAPHS BY MAYNARD PARKER

Design	29
Color harmony	25
Distinction	15
Condition	10
Relation to container	10
Total points	89

Don't let "the RULES" frighten you

You'll make better flower arrangements once you exhibit yours in a flower show and realize how much you can learn from the rules

by Mrs. Anson Howe Smith

Flower show judges rate arrangements according to established rules. But that doesn't make the arranging more difficult—as some people think. Actually, rules simplify the task by defining a good arrangement. So study them and you'll see how helpful they can be—whether you're preparing an exhibit for show or a centerpiece for your dining table.

There are two sorts of rules. The first has to do with technique and control of material. The second concerns imagination and beauty of design.

The first group is important because it is of little use to have imagination and taste if you cannot control plant material to carry out your ideas. For this reason, if for no other, exhibiting at the flower show is valuable. (Continued on page 242)

How to Live Comfortably *in the* Southwest Desert



HOUSE BEAUTIFUL'S
CLIMATE
CONTROL
PROJECT

**The scientists who
researched Climate Control**

Dr. Ralph Linton
Yale University

Dr. Paul Siple
Military Geographer,
The General Staff, U. S. Army

Dr. Helmut Landsberg
Executive Director, Committee on Geophysics and
Geography, Research and Development Board

Dr. Dana Coman
Consultant, Scientific Advisor,
Office of the Chief of Staff, U. S. Army

Dr. L. P. Herrington
Director of Research, the John B. Pierce Laboratory of Hygiene
Research Associate Professor in Public Health, Yale University

Walter A. Taylor
Director of Education and Research,
American Institute of Architects

Miles L. Colean
Consulting Economist

Wolfgang Langewiesche
Research Pilot
Kollsman Instrument Division, Square D Company

One of America's most remarkable climates lies between Phoenix and Palm Springs. To get the most out of living there, you must understand it first

by Wolfgang Langewiesche

When you build a house in Arizona, you are building far from home: far from the cool, moist, green regions where our civilization took its shape; far from the places where our familiar and cherished types of houses were developed; *very* far from Cape Cod! Arizona is not like England, Normandy, Italy. It's hot, but not like the South. It's winter-resort country, but not like Florida. It has an old Spanish flavor, but it is not like Spain. It's close to the West Coast, but not like California. Arizona is like Arabia. Its scenery is Arabian. Its climate is Arabian.

Yet, the life you lead there is not Arabian. It is very much the standard American life. It isn't even the old Western Life anymore, of the saddle and the six-shooter. It's the life of the neon sign and the parking meter; mechanized, civilized, urban.

That is the challenge. You can't lead an American life in an Arab tent. But neither can you get comfort, in Arabia, in an Ohio house. You need a *special* house—a house for our American way of life, but designed for an Arabian climate.

About this climate, it would not do to (Continued on next page)



How to Live Comfortably in the Southwest Desert

(continued)

barge right in with the usual figures about summer heat and winter cold. In Arizona, the figures have a different *feel* to them. Summer heat feels different. So does winter cold. So does the wind, the sun, the night, the day, the sunset and the sunrise. What kind of weather is this, anyway?

It is the same kind, summer or winter. (Arizonians, please don't shoot the lecturer. He is doing his best. He'll explain.) The Arizona day is like a melody that you can play down in the low octaves or up in the high ones. In the cool of winter or the heat of summer, the days are still essentially alike.

They are clear, sunny, and dry.

It is clear

You can see mountains 60 or 100 miles away. The air is so clear because there is almost no water vapor in it. It comes, much of the year, from the Sonora Desert in Mex co. It flows to the Sonora Desert from the stratosphere high over Hawaii! There has been no industry in its path, hence there is no soot. There have been no forests, hence there is no forest-fire smoke. There is also very little dust.

Yes sir, very little dust. The cities do have a dust problem, but Arizona as a whole has remarkably clear air because the desert is not dusty. After each rain, the sun bakes the damp soil into a firm crust, called the "Desert Pavement."

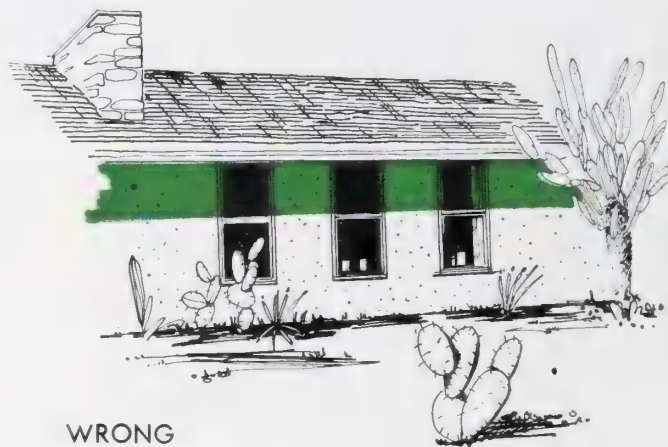
Because the air is so clear, Arizona is sunny. Yuma, Arizona, is the sunshine center of the U.S., and one of the sunniest places on earth. Phoenix and Tucson are almost as sunny. The sun comes up with a bang and right away starts shining hard and hot. It shines hard all day, pouring down heat. And it keeps blazing away, right down to sunset.

The sun gets at you

This is important: There is not only *more* sun in Arizona, but *stronger* sun. Not only are there fewer clouds than anywhere else in the country, there is also less of the smoke, vapor, and dust that filters out much of the sunshine in other places even on sunny days. In Washington, D. C. or St. Louis, most of your summer heat comes to you *indirectly*, as warm, moist tropical air. And you feel almost as hot in the shade as you do in the sun. Arizona heat comes direct from the factory, as it were—direct from the sun. It is *radiant* heat. Sun and shade make more difference in Arizona than elsewhere in this country. It is always warm in the sun, even in winter. (Continued on page 154)

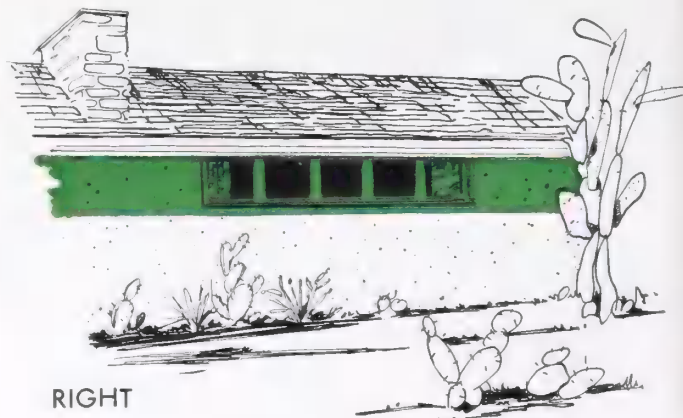
Here's how to keep out the desert sun

Desert sunshine is very hot, not only in summer but also in spring and fall. Proper shade is all-important for comfort. To get it, not only in summer but also in spring and fall, each wall of the house must be designed differently. Here are some common-sense facts about south walls.



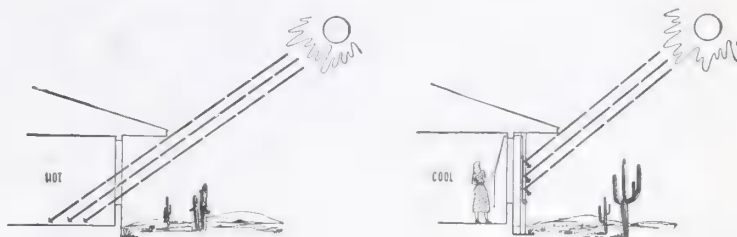
WRONG

The wrong shape for a south window is tall and narrow. In spring and fall, when the sun is lower than in summer, the roof overhang shades only upper part of window, lets in too much heat through lower part.

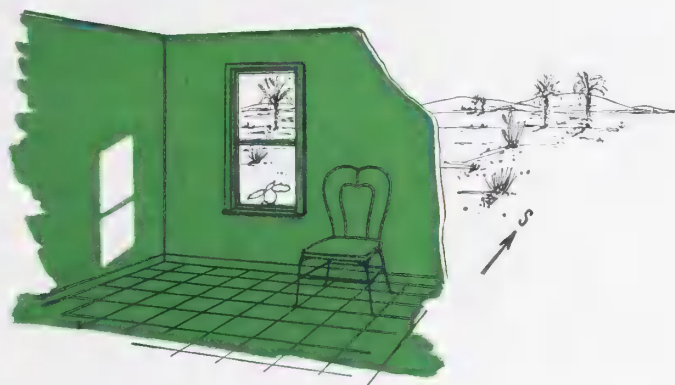


RIGHT

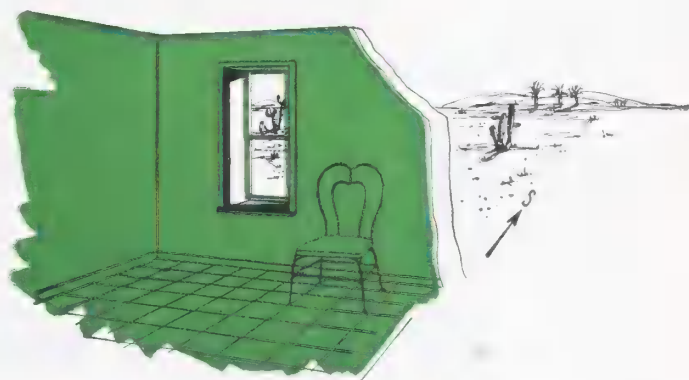
The right shape for south windows in desert climate is the high strip window. Shade cast by overhang protects windows even in spring and autumn, when the sun is low in sky, but when weather is still hot.



Adjustable window shades can be important help in keeping out unwanted sun. But to be effective, shades must be on *outside* of window, not on inside. To let in the least sun heat with the most light, window shade should pull *up*, not down. Reason is shown here: Lower part of a south window is often in the sun while the upper part has shade. By arranging window shade to pull up from bottom, you cut out sun but still keep view open.



THIN walls of modern construction let low, slanting afternoon sun come in despite any roof overhang. This heats up the house. This effect occurs in spring and fall. It is good where these seasons are cool, bad in desert country.



THICK, old-fashioned walls used to catch most of this slanting sun, have kept the house cooler. With a modern (thin-walled) house similar shade-making effects can be had by putting a vertical shade rib outside the window.

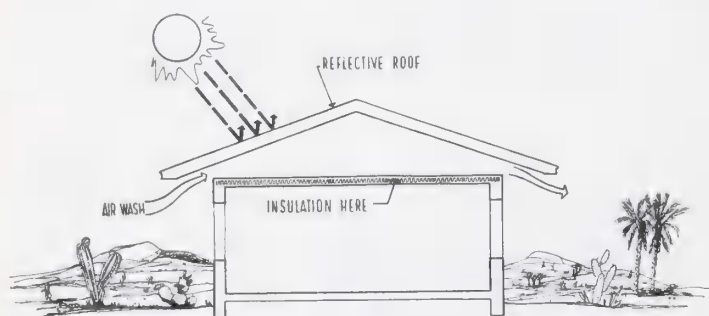


A good house for sunny, arid climates is shown here. It is the ranch house, developed originally in the Southwest, now popular all over the country. Real ranch house has a *big* overhang toward the south, to keep sun

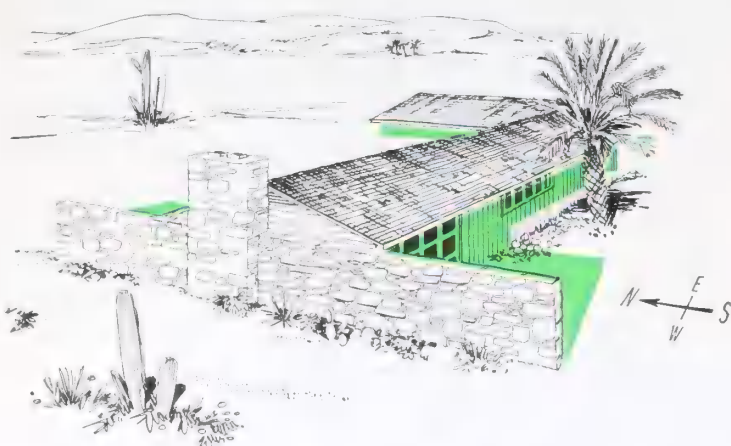
off wall. Roof would be difficult and expensive to build if it juttied out free; therefore, it rests on supporting posts. The large porch then serves as the main corridor of the house. Access to each room is from this porch.



North walls get sun on summer evenings. In the clear desert air, this late evening sun is very hot. It heats the house up badly. But a shade rib and a setback in the north wall can throw shade across most of the north wall. To take advantage of this shade, north windows should be tall and narrow, just the opposite of south windows; should be set in shaded corners.



To throw back the sun heat is the best way to keep cool. Layer of reflective material on this roof does just that. The material may be shiny metal, or some white stone composition. Air-wash underneath roof carries away some of the heat that gets through the roof. It makes the roof into a sort of umbrella. Insulation in ceiling acts as a further barrier against the heat.



Defence against the sun is this shade rib west wall. The low summer afternoon sun, shining squarely against west side of the house, makes the worst summer heat. This is so in all parts of the country, but the clear, dry air of the desert makes this low sun extra hot. The west wall of an Arizona house should therefore have no windows, and consist of thick masonry.

How to Live Comfortably in the Southwest Desert

(continued)

That's the only reason why Arizona is winter-resort country. The air there is often quite cool, sometimes plain cold, but the sun keeps you warm. A car parked in the sun can get too hot to touch, even in February!

Sun control is everything

This is perhaps the most important single thing to understand about an Arizona house: the terrific importance of sun and shade. Your comfort depends completely on having your roof, your walls, your windows give you sun and shade at the right times. If they don't, then even the most elaborate house cannot be comfortable. If they do, the merest shack will be pretty good. In fact, an Arab tent would do nicely! When the sheik wants more sun or more shade, he simply has his wives switch wall panels of his "house of hair" from one side to the other, making window where there was wall, wall where there was window. That's sun control, too.

The sky is cold at night

The same clear air that makes you feel the sun so directly also makes you feel, at night, the cold of Outer Space. This sounds mysterious, but you know all about it. In all parts of the country, it is always the clear fall night that brings the first frost. Why? Because Space is unimaginably cold, and on a clear night, without the protective blanket of haze, cloud, smoke, vapor, the earth radiates its heat into this black coldness, and so cools off. Well, Arizona lacks this protective blanket almost every night.

Every night, therefore, Arizona sheds most of the day's heat out into Space. Hold your hand out at night in open country. The sensitive back of your hand feels warmer when it is toward the ground than when it is toward the sky. You can feel the stream of heat that pours from the ground into the sky!

Winds shift at night

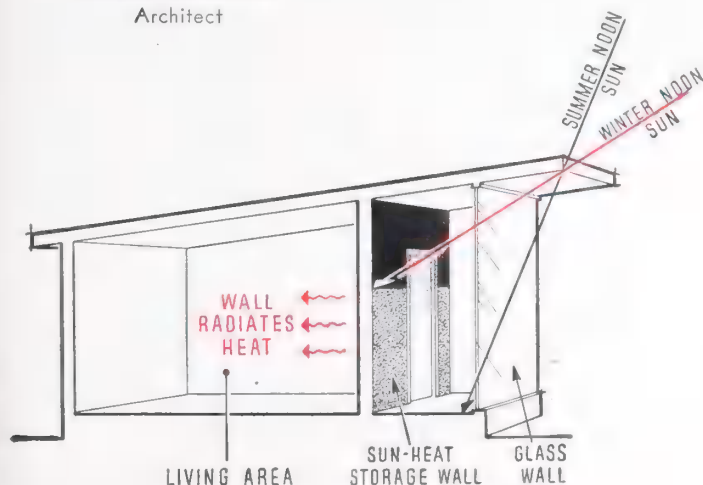
As the Arizona ground cools off, it chills the Arizona air. Cold air is heavy. Soon after sunset, air begins to flow down the mountain slopes into the valleys, and then it flows along the valleys, much as if it were a giant river. Daytime winds are almost everywhere in Arizona from the south, southeast, southwest. But night winds follow the valleys. Many places have a characteristic wind-shift a couple of hours after sundown. The cooling goes on all night, and the new day starts fresh, even cold. It's usually about 30 degrees colder (Continued on page 159)



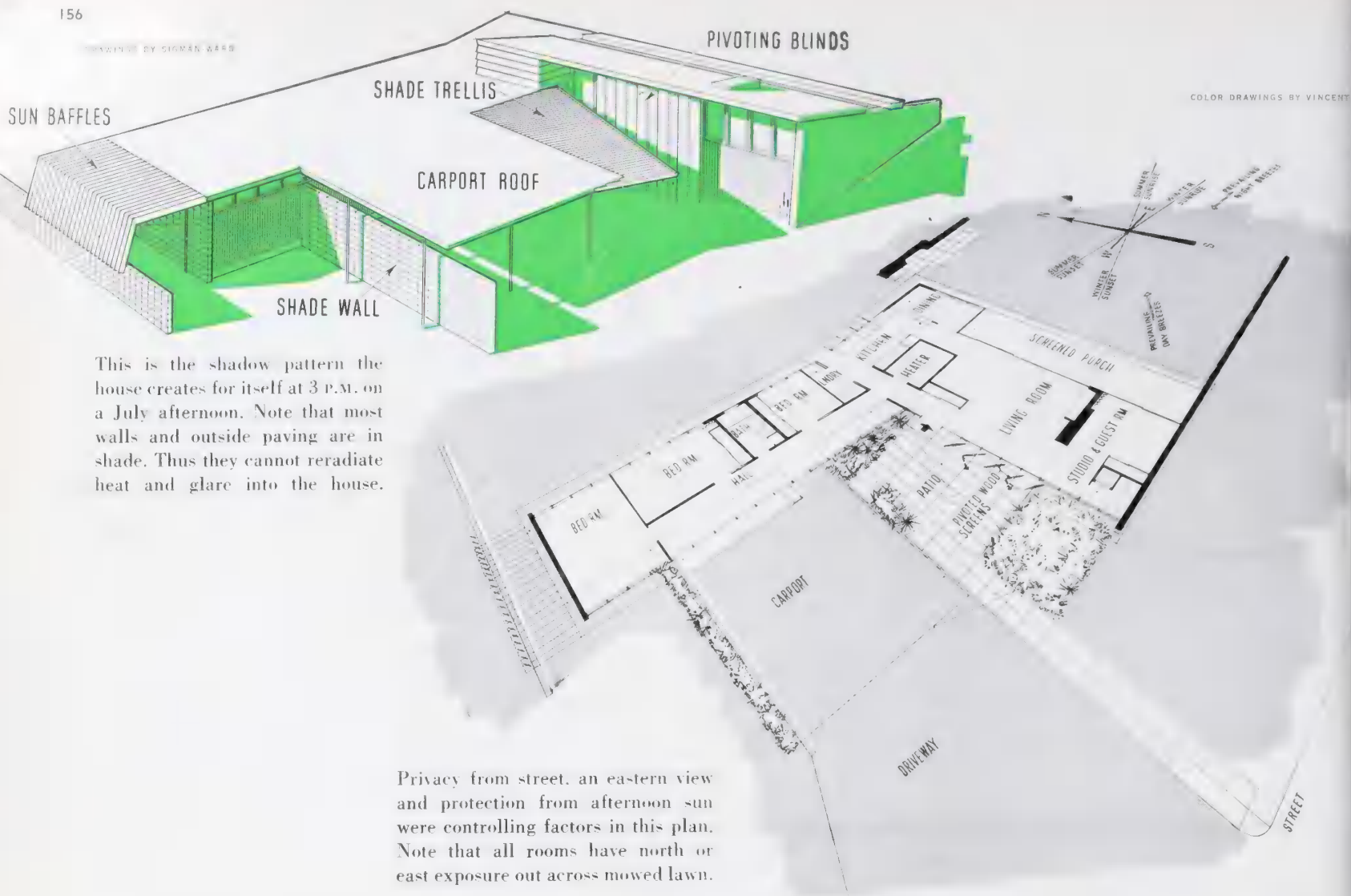
PHOTOGRAPH BY MAYNARD PARKER

A DARK wall stores winter **SUN HEAT**

Arthur T. Brown
Architect



Though the Arizona sun is your enemy in summer, it will gladly heat your house in winter. The sketch shows how a thick masonry wall in the room above stores up sun heat. Painted dark gray, it absorbs sun heat (a light color would *reflect* it). The solid masonry slowly warms up, then gently re-radiates until long after dark, heating inside rooms. The outer glass wall faces south. Louvered overhang admits winter sun, but not summer sun. On one chilly 50° day, this system kept rooms at a constant 72°.



This is the shadow pattern the house creates for itself at 3 P.M. on a July afternoon. Note that most walls and outside paving are in shade. Thus they cannot reradiate heat and glare into the house.

Privacy from street, an eastern view and protection from afternoon sun were controlling factors in this plan. Note that all rooms have north or east exposure out across mowed lawn.

An Arizona house that baffles the Western sun

This desert house throws no useless shadows. They've all been put to work to create a cool belt between it and afternoon sun heat

If it's summer comfort you're after, your west wall is danger spot No. 1. Because—while it's true that solar heat is usually most intense around noon—it is also a fact that *air* temperatures do not reach their peak until around 3 P.M. Thus, from a comfort standpoint, summer afternoons pump a lot more heat into your house than the mornings—and they do it mostly from the west.

That is why climate-conscious Arizonians like architect Drover go to such lengths to keep the afternoon sun from ever reaching their west walls. If you study this house which Mr. Drover is building for himself in Phoenix, you'll see that he uses a whole series of architectural devices to this end. Yet the house is not closed. It opens up to north and east, where the view is. And he can have *winter* afternoon sun in the living room when he wants it, thanks to vertically pivoting wood screens. Like huge venetian blinds turned sideways outside the glass, these admit or exclude sun as desired. Turn page for more details.



If you want summer comfort in Arizona or anywhere else, stop that late, western sun *before* it hits your house. That's what the architect has done here. See how he's used sun baffles, walls, carport roof, and pivoting blinds to keep heat and glare out of his house.

All full-length windows in the bedroom face north, away from the street for privacy, and across a cool, glare-free stretch of lawn. Although sun baffles protect the west wall, vertical screens along this north wall would further reduce late mid-summer sun.

If you look at this house from south or street front, you can see clearly how carport wall and roof shade house and entrance court in afternoon. Without it, paving would be intolerably hot and glary. Pivoting blinds keep sun off living-room glass (right, below).





Like a huge hat brim, the screened porch with its folding canvas roof protects east side of living room from sun and sky glare. The lawn is also an integral part of this design. It not only cuts down reflected heat and glare but also cools air and filters a lot of dust.



Richard E. Drover
Architect

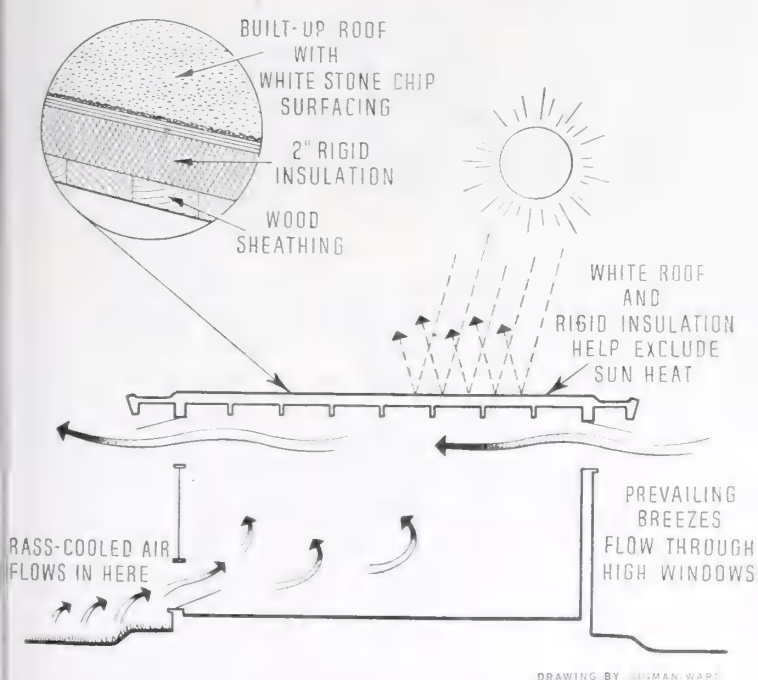
This house has a view to the east, far and away the easiest to handle in the desert. To make the most of it, architect has concentrated his glass in living and dining rooms along east side. But to cut dazzling desert landscape down to manageable proportions, he has sandwiched this glass between canvas above and lawn below.

An Arizona house that baffles the Western sun

(continued)

When you've lived in the Southwest a while, you learn that eternal sunshine is a fine thing, but only if you keep it at a proper distance. One way of doing this is shown in the living room on the facing page. Its entire east wall is of glass, open to a fine panorama. But the view you get from the room is virtually pushed back, away from the glass, by a wide canvas sky shade. Together with the lawn beyond, this tends to tone a too-brilliant landscape down to comfortable proportions. Don't make the mistake, incidentally, of thinking this lawn is a luxury. In this house, it's a working Climate Control device: It absorbs heat and glare, cools air that passes over it, and filters out city dust in the process. The house, like many in the area, has a desert-cooler for added summer comfort. It is described in detail on page 160.

FORMULA FOR DESERT COMFORT



For summer comfort in Arizona, your roof needs: (1) a reflective top surface to bounce off sun heat, and (2) insulation to slow down heat that's not bounced, and (3) lots of moving air to wash away what's left. Some feel this air wash should move *between* reflective layer and insulation. Drover thinks it should move *below* the insulation, as here. But in not-so-dry climates, his roof might show condensation damage. Note how stream of grass-cooled air enters house through sash at floor level.

How to Live Comfortably in the Southwest Desert

(continued from page 154)

just at sunrise than it was on the previous afternoon.

Here again you can see why all these climate peculiarities concern you. You will want to plan your bedrooms so they get the cool night wind. You will want to try, somehow, to store some of that Arizona night coolness in your house to make your summer days cooler; to store Arizona sun-heat, to make your winter nights warmer.

You can see, further, that this strong day-heat and quick night-cooling means something about heating plants. You want your heating to keep step with the weather. You need heat from October till April, sometimes till May—but most of the time you need it only in the evenings, nights, and mornings. Around noon, the thermometer may go to about 30°, even in January! With strong sun coming in by your windows to boot, you'll be on the hot side. So, make a note right here. You don't want the steady-going kind of heat that, in other climates, is the most pleasant kind. Particularly, you don't want the heated concrete slab floor. You want quick heat that turns off quickly.

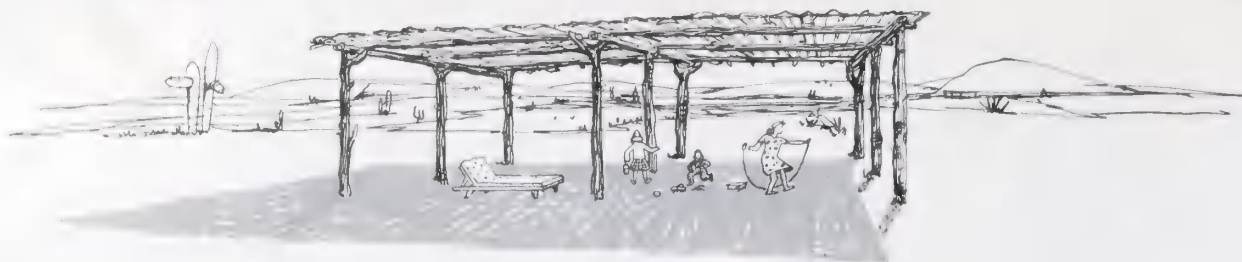
It is dry

The Arizona air is very dry. It rains about 10 inches a year in Phoenix; but out of a Phoenix swimming pool, the dry air will suck, by evaporation, about 10 feet of water a year! That's what makes it a desert: the sky takes more than it gives.

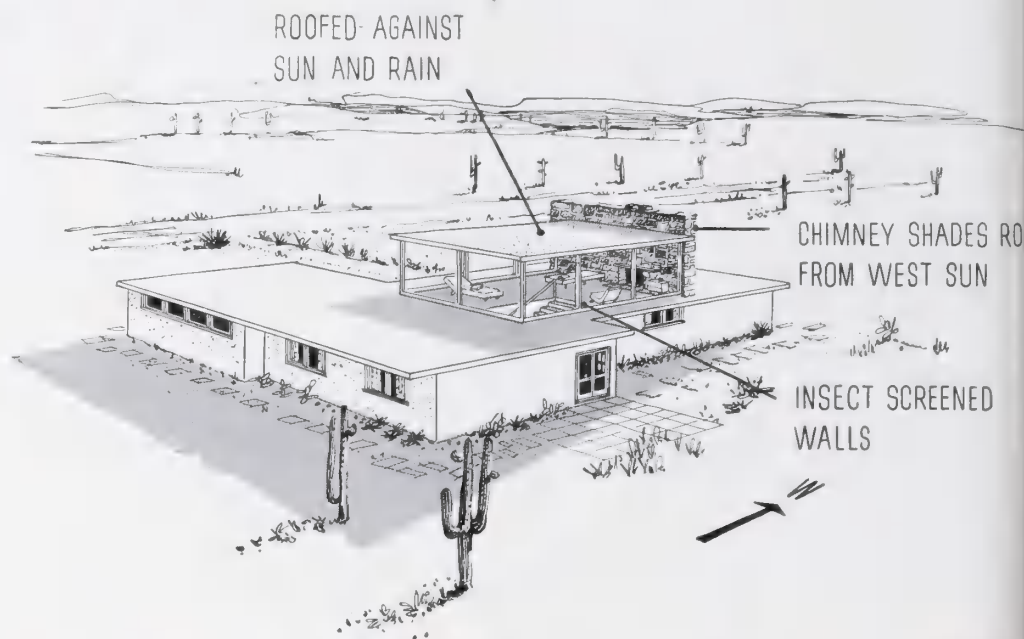
Wet things are cold

This, too, concerns you intimately. When water evaporates, coldness is produced. In this dry air, water evaporates so fast that it feels on your skin almost as cold as gasoline feels in ordinary country. You get out of a swimming pool, for instance; the moment this dry air hits your wet skin, you feel so chilly that you duck right back into the water! (An Arizona swimming pool, therefore, needs a good wind-break.) This same effect helps you bear comfortably those high temperatures of Arizona that, on paper, sounds unbearable. In Phoenix, Arizona, the thermometer goes above 90° on 269 days in the average year; on 35 days, it climbs above 105°. But your built-in self-cooling device for hot weather—perspiration—works beautifully in Arizona. Your skin can cool itself almost any time by 25 to 35 degrees. And you don't feel sticky. The moisture evaporates as soon as it appears on your skin. You feel dry and clean and cool.

This means you can lead an (Continued on page 160)



Cool oasis—the old-time ramada—A ramada is a sun-shelter. Built of rough timber, covered with palm thatch, it obstructs neither view nor wind. Originally used to give shade to cattle, it also makes a good place for outdoor living.



Live Comfortably in the Southwest Desert

(continued)

active life in Arizona. Nature doesn't order you to take it easy, the way she does in the South. This also has an important bearing on your house. You don't need a lot of breeze through the house as you do in places with moist summer heat. Any normal house is airy enough to give you the cooling you need. In fact, you don't want much breeze—unless you are at hard physical work, and really sweating. Too much breeze dries your skin and makes it feel hot. People here drive with their car windows almost closed.

Paradise

This dry air also profoundly affects your garden. Without irrigation, you can only have a cactus garden. With irrigation, you grow tall trees, dates, oranges—anything. And these irrigated gardens are delightful to be in. You have shade; and through evaporation from the moist earth and the leaves, you get a wonderful coolness. "Paradise" is Greek for "garden." And the idea of that special Garden, even more vivid in the Mohammedan tradition than in ours, grew in country that is just like Arizona.

But most of all, this dryness bears on your house, because it is what makes the desert-cooler work.

And that's what keeps modern life going in Arizona in the summer. Before desert-coolers, the place sort of folded up for the summer. The desert-cooler is a cheap, effective way to air-condition a house. You see it on practically every roof—a mysterious looking louvered box. What's in it?

How the desert-cooler works

It is a very simple device. Like much that's best in Arizona building-thought, it was never formally invented. People simply started rigging it (Continued on page 205)

Ramada principle used for sleeping comfort

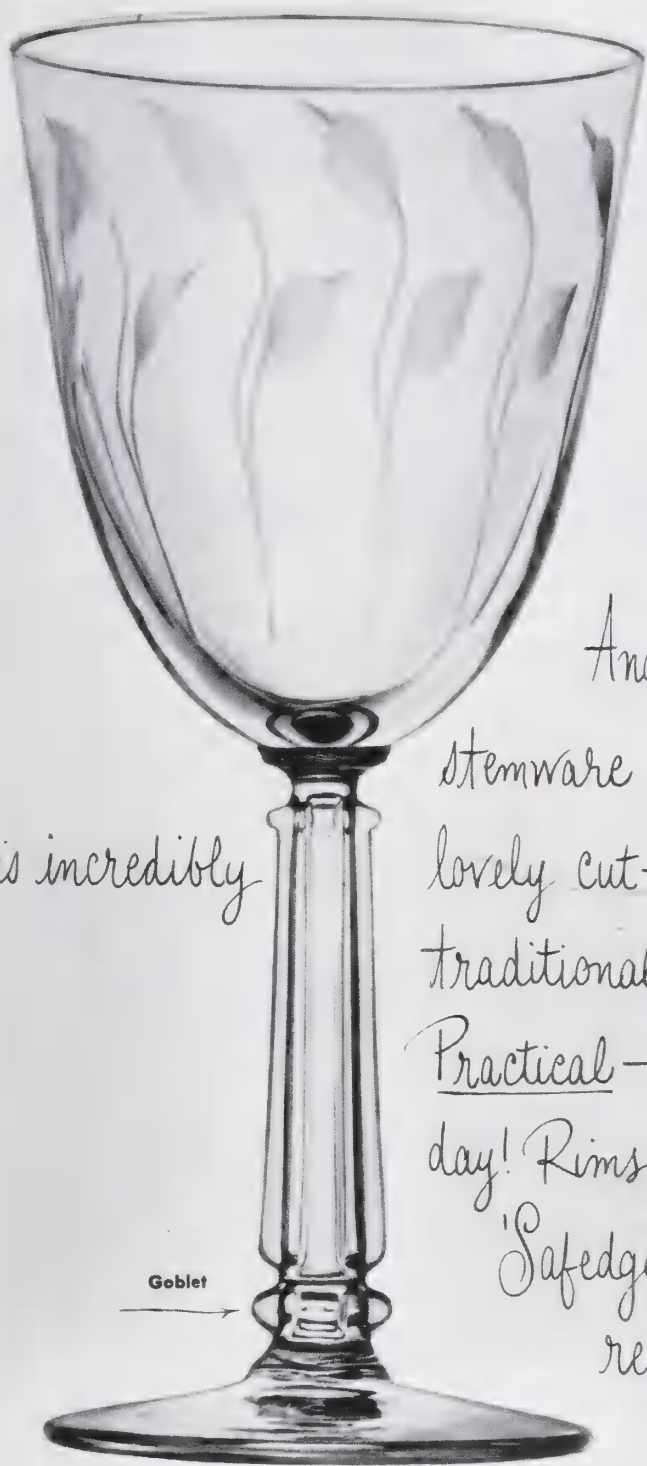
A sleeping hut is useful in Arizona in the hot and muggy weather of July and August. "Desert-cooler" type of air-conditioning does not work so well then, and houses are very hot by bedtime. A regular sleeping porch, surrounded by the hot walls of house, would also be hot. Here, a screened sleeping hut is located on roof. (It could be on ground, away from the house. It should be built of light, flimsy material, almost tent-like, so that it can't store so much heat and will cool off more quickly after dark.

How you can get charts and data on Climate Control

Through the co-operation of the American Institute of Architects technical data on House Beautiful's Climate Control Project are being published and made available to builders, architects, contractors and other interested persons. These data include monthly and annual averages on precipitation, temperature, wind velocity and direction, expectancy of sunshine and cloudiness.

This material is being published for each region studied in the House Beautiful Climate Control Project and is published concurrent with the publication of the general article on the region in House Beautiful. It can be obtained by sending 50¢ to Administrator, House Beautiful Climate Control Project, 572 Madison Avenue, New York 22, N. Y.

Technical data are now available for the following regions: Metropolitan New York and New Jersey, the Mid-Ohio Region, Southern Florida, Southwest Desert Region. Other regional studies will appear at regular intervals.



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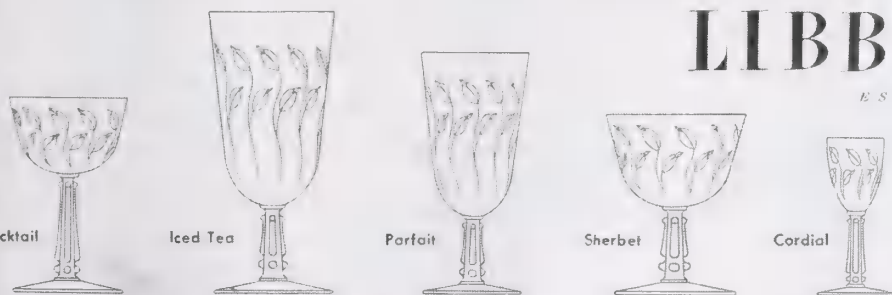


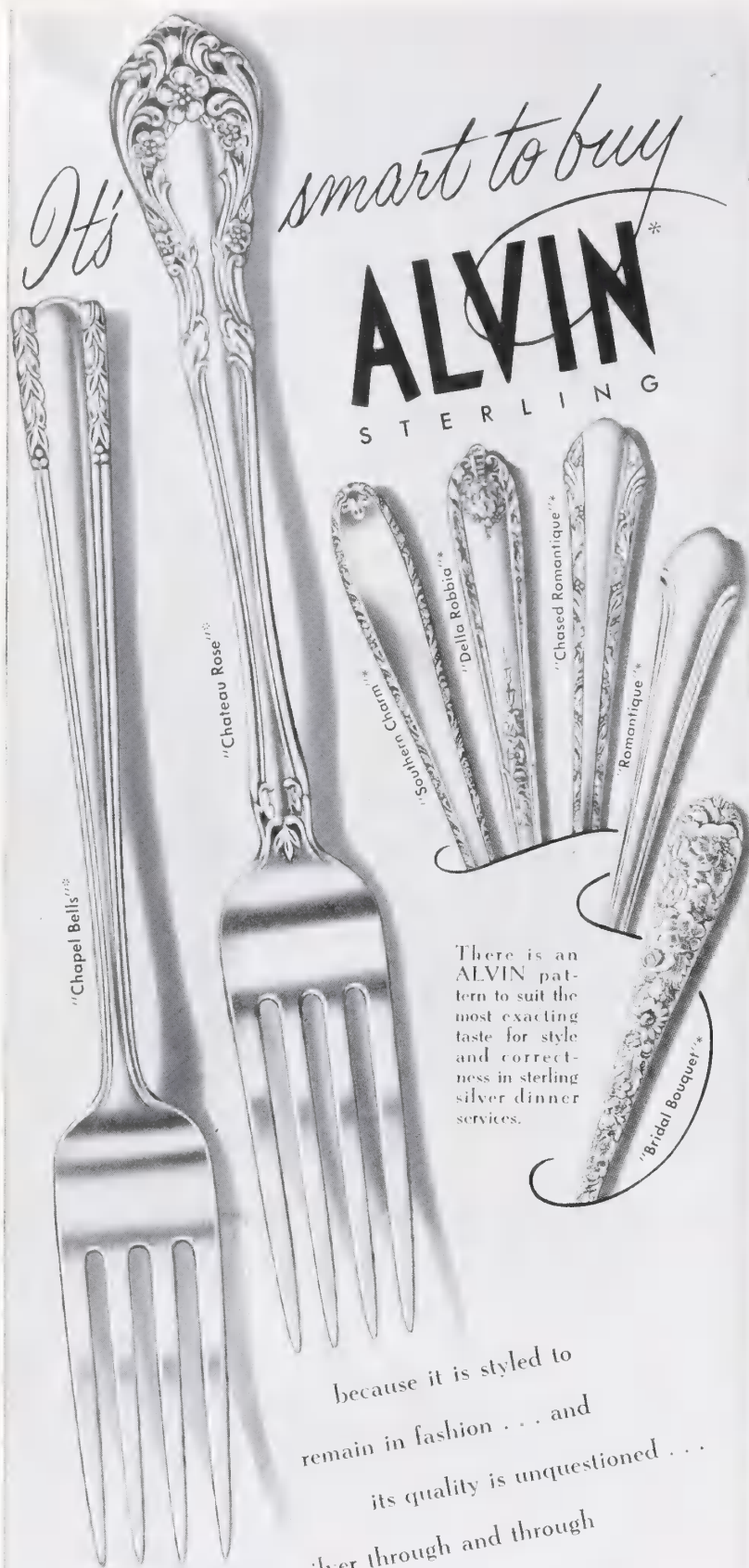
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There are two sides



Left to right: calla lily, Western Playing Card Co.; Kem's all-plastic, "same-both-ways" pattern, Kem Card Sales Corp.; Independence Hall, a Gainsborough card, E. E. Fairchild Corp.

by Richard L. Frey

Playing cards have two sides—and you could almost call them masculine and feminine. Most men, with certain professional exceptions, look at the backs of cards only to see what color they are—a matter of noting which deck each partnership deals with. But after this, the faces and the pips on them are the only side which interests them.

Women, on the other hand, may be just as concerned with the faces while they are playing a game. But they are far more aware than men of what the back or decorative side looks like, especially when they are choosing the cards they'll buy.

And thereby hangs a tale of social revolution. For it is definitely the little woman who was responsible for the looks of the cards with which you battle your way through bridge, Canasta, and poker today.

Before the bridge-craze hit—and that would be about forty to forty-five years ago—a woman's place was not generally at the card table, except for an occasional polite game of whist or euchre. Gaming was men's work, and the cards they used were good indications of it—broad, hefty pasteboards with standard geometric patterns on their backs. No scottie dogs or flowery falderal for them. Geometrics were the best sellers and, as a matter of fact, still are for such two-fisted male games as poker and pinochle. They are also favored in gambling casinos and card clubs, because it is supposed to be more difficult to mark such patterns or

to gain an advantage by noting any slight printing imperfection. Since "fancy" backs usually have a design that may be either right-side-up or upside-down, the cynical point out that this could tempt the unethical to try tricks with them. In any case, men were and still are creatures of habit. As long as they were the biggest buyers of cards the back design stayed pretty much in geometrical status quo.

But came bridge and the revolution. The ladies took to it at once, and not only established themselves at the card table but usurped the men's prerogative as the biggest buyers of playing cards. The first change which showed which way the social winds were blowing was that playing-card size was narrowed by a full quarter of an inch, making it easier for a woman's dainty hand to hold thirteen cards. The next change was a zoom in the demand for "fancy" backs, for when bridge made it perfectly respectable for women to buy cards, they quite typically preferred the prettiest ones.

Today decorative playing cards are on the market in such variety of pattern and color that they far outnumber the staid red or blue geometrics that were formerly gentlemen's choice. There are card-back designs to please practically every taste in art, color, hobbies, or sense of humor. And it is standard procedure these days to select cards that will harmonize with the decorating colors and motifs of the rooms in which they are used. I have noticed that women take par-

to playing cards



PHOTOGRAPH BY EWING KRAININ

Left to right: the race horse "Coaltown" on Congress Card by United States Playing Card Co.; card designed for monogram, Cruver Mfg. Co.; camellia, background, Arcco Playing Card Co.

icular pride in owning beautiful, appropriately patterned cards. Modern hostesses are as pleased to have guests compliment their cards as to have them admire any other furnishings they have bought for their home.

And to prove how far woman's influence can reach, few people exist who haven't been given for Christmas a co-ordinated kit of cards, score pads, pencils and card-table cover, all designed to go together harmoniously in color and pattern. I wonder what Diamond Jim Brady would think.

The faces of playing cards—the masculine or business side—have resisted all change for more than two hundred years. Every attempt to change them has failed. During World War I someone had the right and patriotic idea of substituting soldiers, sailors, and nurses for kings, jacks, and queens. But this idea couldn't even be persisted off on the Russians whose antipathy to royalty and its symbols was fanatical. Even more practical attempts at change have failed, such as giving new colors to clubs and diamonds so as to make them more distinguishable from spades and hearts. Card players, ladies included, seem to insist on the faces they're used to.

At one time card faces were hand-painted and a deck of cards, as you might imagine, was very expensive. The court painters of seventeenth- and eighteenth-century France depicted their Bourbon patrons, and the appearance of face

cards varied from reign to reign, as well as from country to country. Today you may get into academic discussions as to whether the king of hearts really is England's Henry VIII, but the fact remains that he won't look any different no matter whose cards you examine.

One point where women could take a tip from men is in buying cards. Men wisely consider such factors as slip, feel, and sturdiness—things that are important when cards are shuffled, dealt, and played. Cards that get soft and greasy quickly are undesirable, no matter how chic their backs. In general, the better-made cards on the market these days are more durable than they've ever been. Plastic-coated cards for example remain cleaner and crisper for a longer period of play. All-plastic cards (made of celluloid, cellulose acetate or a vinyl) are extremely sturdy and can be used for many sessions without looking shabby. Spilled drinks, or rough riffling seem not to have any bad effects on them, and they can be wiped fresh as new with a damp cloth. The only possible objection to them is that some people feel they have too much slip, especially while they're still new.

For the most part, a man is willing to let his lady have any art work she chooses on the back of the cards, just so long as he can see plenty of aces and kings. Or, if he's a Canasta player, he'll settle for jokers and deuces. After all, men always were and always will be interested in pretty faces.



"No more stale cooking odors for me!"

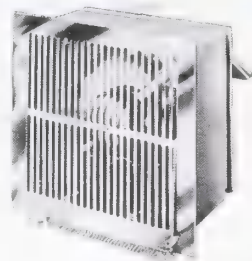
Mrs. R. L. Taylor
4420 Pine Crest Road
Rockford, Illinois



ILG

VENTILATION

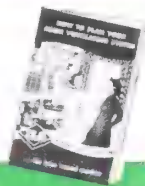
"I would never be without my ILG Ventilator—it is turned on whenever I'm cooking!" Mrs. Taylor echoes the opinion voiced by alert homemakers throughout the nation. Instead of trying to cover up one odor with another, her ILG Ventilator removes the odors, smoke, steam, and heat *right at their source*—in the kitchen. No stale odors linger in closets and clothing—offend guests! No "greasy grime" floats into other rooms to deposit a smudge on walls and furnishings. Instead, Mrs. Taylor's family enjoys a cool, clean, "Home, Sweet Home"—always!



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A spray of roses drawn
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edge shape. Five-piece place setting,
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Leaves of shadow-gray with
flowerets in mandarin orange on
contemporary free-form shapes. Five-
piece place setting, \$17.50.

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"Things You Should Know
About China" with illustra-
tions of 31 Castleton pat-
terns awaits your request.
Please include 10 cents for
mailing cost.

CASTLETON CHINA, INC.

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• The unused fireplace (in warm weather) is an anachronism. The usual tricks of trying to pretend it isn't there were not for us. So we made a removable one, that is taken out completely in summer. No trouble to it! Fire burns on a big metal plate, resting on an iron kettle. Smoke stack is counterbalanced to slide up or down easily. We put out fire at night by pulling it down to cut off oxygen.



PHOTOGRAPHS BY MAYNARD PARKER

The rewards of knowing what you want

CONTINUED FROM PAGE 116

but tell us honestly. How is it to live in? What would you do differently if you were to do it over again?"

The only change we would make would be to install radiant heating rather than hot air. As it was, we used a gas floor furnace, and we got that only by chance. At the time there was absolutely no pipe available for radiant heating, and as a matter of fact, I stole most of the water piping from my parents' poultry ranch a few miles away. Like most of our materials, it was bent, bruised, and battered, but we were happy to get it.

Even though there is a five-and-a-half-foot difference in floor levels in our house, the little gas floor furnace in the lower level provides us with enough heat. Moreover, there's always the fireplace in the

living room to supply additional warmth in the very infrequent cold snaps of San Diego.

Within all parts of the house, you can always get an interesting play of light and shade, and to us that's more important than a built-in sun lamp in the bathroom. If there's any sun outside, it's always visible without glare throughout our interior, largely because our largest windows face north.

Being below grade, one looks up and out on three sides through flowers and shrubs. At times, masses of greenery are lushly translucent with the sun seen through the leaves. The daylight everywhere is pleasant for work and relaxation, and the central skylight spreads a lovely sub-aqueous glow of light over everything.

During the summer months you

can step in out of the heat and enjoy the cool half-light under the big roof. It's something like being under a large spreading tree because you're in the shade and yet you can see out in all directions. The doors and windows are so located that the natural flow of cool ocean breezes enters at the low level and, following up the slope of the roof, empties out at the high level, taking all the hot air with it. There are 300 square feet of openable doors and windows in the main house alone. Some of these have fixed screens, some free-hanging plastic screens, and some are unscreened, which is all right too, because we are bothered with relatively few flies and mosquitoes in this area.

The keynotes of living in "Il Cavo" are freedom of movement and informality of function. Ours is perhaps the only house intentionally built with the Bendix and ironing board in the entrance hall.

The kitchen, laundry, dining room, stairhall, breakfast room, sitting room, and takanomo are all one space. And they open out to the entrance dining-terrace through 12 feet of doors. From the kitchen one can see all over the house

through the plate-glass screen.

From the bedroom, our living room, the valley, and the study are also visible, although they can be shut out by simply pulling the draperies.

Off the bedroom, we have a screened tent which is the nicest spot of all in the summer for afternoon drinks.

The living room has two speeds: one for summer with the redwood burl table, and one for winter with the counter-balanced, free-hanging copper fireplace, which is removed in the summer. (See picture on page 164 with fireplace removed.)

We also have a very simple, inexpensive seating setup which can accommodate 25 people comfortably in the living room alone. A long wooden bench follows the curve of the living-room wall and can hold 15 guests easily. We've had more than 60 people in our house without anyone ever feeling that he was being left out of anything. Parties, play-readings, student groups, conferences—they all seem to fit quite smoothly into "Il Cavo."

Similarly, this also holds true for our storage space. Figures are

(Continued on page 198)



■ Using Nature's forms for building and decorating is both cheap and beautiful. Our towel rack is a real branch of a tree, stripped of bark. Lavatory counter is a vertical slice through a tree trunk, waxed and rubbed. The wall is smoked, mirrored glass. The plumbing under the lavatory is concealed by "splints" of board.



Don't Apologize ... for NOISY BELLS and KITCHEN SMELLS

Is your home an unfriendly one—with ear-splitting doorbells and irritating kitchen odors? Get rid of both by installing a NuTone Door Chime and a NuTone Kitchen Ventilating Fan. Before you buy, build or rent a new home, be sure it has a NuTone Door Chime and a NuTone Kitchen Ventilating Fan. Ask your Architect, Builder or Wiring Contractor for these NuTone features.



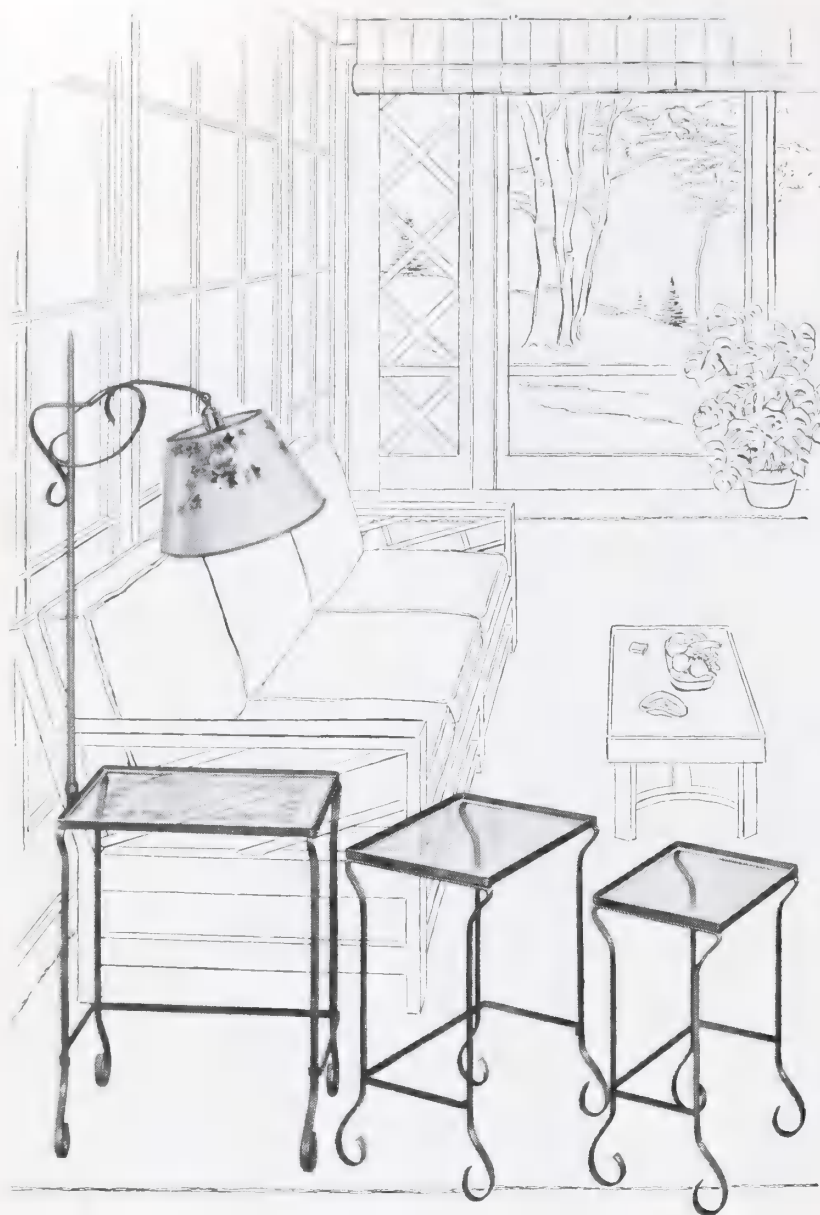
Hospitality begins at your front door. The moment your guests arrive, the musical notes of your NuTone Door Chime sing out a cheerful, gracious "Hello!" NuTone Door Chimes have replaced the old-fashioned, nerve-racking doorbell. There are 14 different NuTone styles to suit any home or apartment... as low as \$3.95 to \$69.95. All models are easy to install—and make wonderful gifts.



Keep your kitchen sweet and fresh all year long with a NuTone Ventilating Fan. It draws out offensive cooking odors—prevents grease from settling on your furniture, draperies and walls—saves cleaning bills. There is a wide range of wall and ceiling models; each with an easily removable grille that can be washed in a jiffy.

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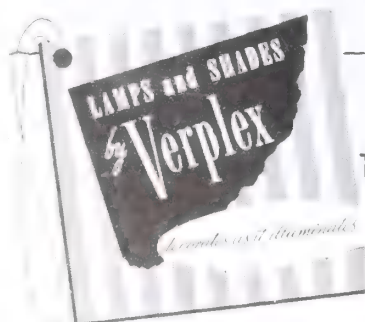


TIMELY...TALENTED...AND *Temptingly Priced!*

LAMPS and SHADES *by* Verplex

For the porch or patio, for the den or sunroom, for the rumpus room, too: new WROUGHT-IRON LAMPS in intriguing styles and colors. You'll really go for their smart appearance, for the many convenient ways they fit into days of lazy leisure—and when you entertain.

AT LEADING DEPARTMENT STORES AND WHEREVER LAMPS AND SHADES ARE SOLD

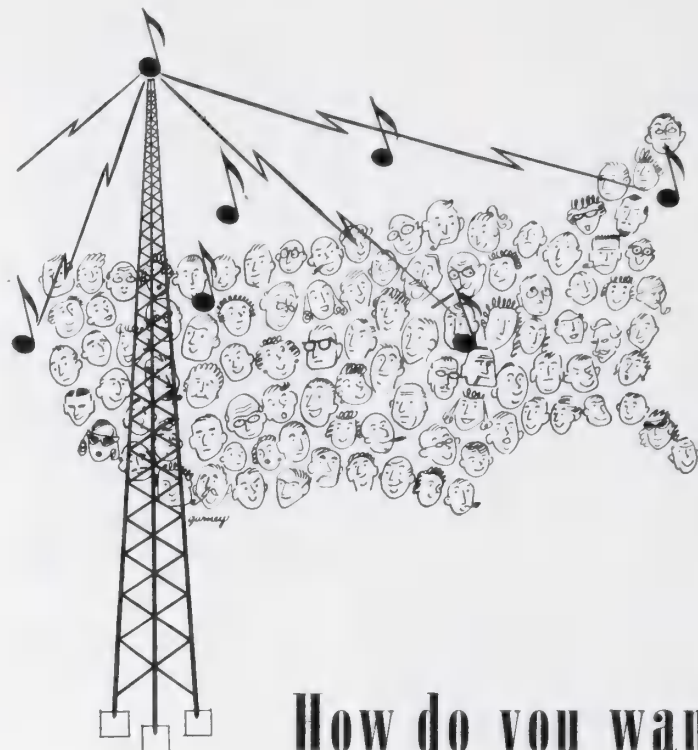


THE Verplex COMPANY

at Essex



Connecticut



How do you want your music on the radio?

by Richard Williams

Broadcasters don't play music at you capriciously. They're trying to find out what you like in good music and how you like to hear it. Here's the result of a recent survey

Does it make any difference how good music is presented on the radio? Does anybody care about the manner of its presentation, what and how much is said about the music, and how the various selections are arranged so as to emerge as an interesting program? Must the music itself always and forever consist of well-known pieces if the program is to appeal to a large audience?

I have long felt that not enough thought was being given to the presentation of serious music on the air. Most of the programs are little more than regulation concerts, broadcast to an unpaying public. And too bad for you if you can't appreciate this benison! But a musical radio program is not a concert. Therefore, what is to be played and in what order, as well as what the announcer says, needs to be examined freshly from the point of view of the millions who

might listen. This is a problem very different from the traditional concert, in which are involved a few hundred who have come because they wanted to come, have paid their money, and are predisposed. I have been particularly annoyed by the spoken scripts of radio programs, which seem to take for granted not only that you know something about music but also that you can speak German and Italian. Why, otherwise, would you be told that the tempo of the next movement is "*massig bewegt*" or "*andante spigliato*"?

I am glad now to be able to report the result of one of the first serious attempts at an evaluation of the radio listener's likes and dislikes. The fact that the purpose of this research was commercial does not make it any the less interesting. The Telephone Hour, one of the oldest programs on the

(Continued on page 171)

It's new! And it's true...
Bigelow's exquisite

"CARILLON"

at about **9.95*** sq. yd.

Deep-pile beauty, with that luxurious two-level carved effect! The kind you see wearing a pretty fancy price tag! Long-wearing, soft-walking carpet of finest imported wools, in decorator-favorite colors! Isn't that what *you'd* like—at *your* price?

Beautiful new "Carillon" is all these things. One look—one touch and you'll hardly believe the prices!

9' x 12' SIZE . . only about \$124.95*

12' x 15' SIZE . . only about \$210.00*

Don't deny your home this luxury carpet! You don't have to—at such a price. Just ask your Bigelow dealer to show you the sensational new value carpet, "Carillon," today!

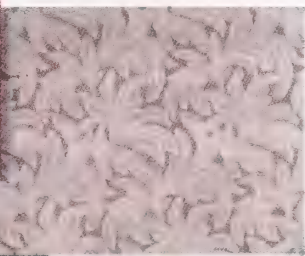
No matter what style you want, or what you want to pay, Bigelow gives you a wide, wide choice of unbeatable values! Convenient terms can be arranged at most dealers'!

Consult the booklet, "Bigelow Home Decorator." Tells, shows how to achieve beautiful rooms. Get it from your Bigelow dealer, or send 25¢ to Bigelow's Home Service Bureau, P. O. Box 687, New York 46, N. Y.

2-tone effects in popular shades

Beige • Green

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*Slightly higher in the West.



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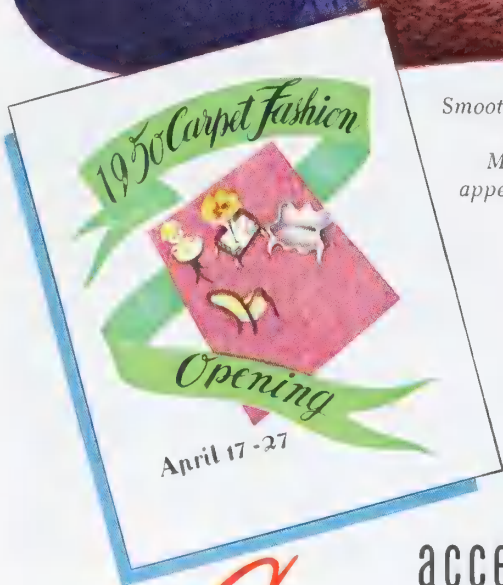


LIVELY WOOL
SPRINGS BACK UNDERFOOT

*Beauty You Can See . . .
Quality You Can Trust . . .
Since 1825*

*Come to the 1950
Carpet Fashion Show
new patterns-colors
April 17-27th
at your Bigelow Dealer's*





Smoothedge tackless installation was specified in the beautiful Holmby Hills home of Mr and Mrs Alan Ladd. Alan Ladd now appearing in Paramount's "After Midnight."

1950 fashion opening accents importance of *Carpet Installation*

All over America leading stores are celebrating 1950 Carpet Fashion Opening, April 17 to 27. On display for the first time are the new 1950 styles in exciting, new colors, patterns and textures. For complete satisfaction buyers will purchase carpeting from those stores which offer proper installation as a plus service. Your local carpet dealer features "Smoothedge" tackless installation as typified in the accompanying illustration.

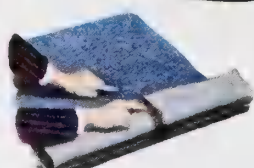
THE ROBERTS co.



what to look for in carpet installation



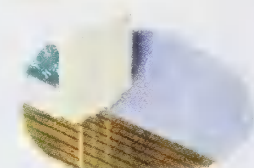
"Smoothedge" makes removal easy.



Good seaming.



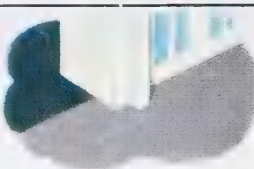
Power Stretchers eliminate ripples and looseness.



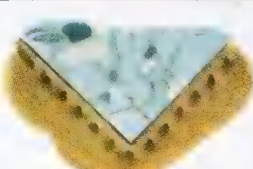
Tackless Installation at flush doorway.



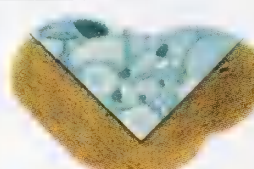
Added beauty and style.



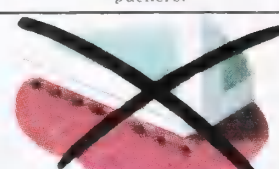
Smooth flowing installation at door jamb.



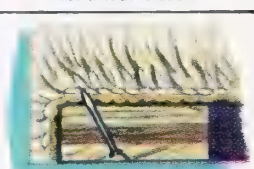
Avoid ugly tack marks and puckers.



Specify "Smoothedge" for beautiful effect.



Even the best turn-and-tack job shows tack marks.



With "Smoothedge," carpet is secured from beneath.

INSIST ON "SMOOTHEDGE" TACKLESS INSTALLATION WHEN ORDERING WALL-TO-WALL CARPET



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LAMP G-323

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Aladdin lamps... for style-wise, value-wise homemakers. Fitting compliment to *any* setting. Fashioned from Alacite® and ablaze with color in fired-on ceramics. Lighted bases for television viewing and to create dramatic effects that will give your room a new sparkle. Table, floor, bridge, boudoir and bed lamps by Aladdin at your favorite store—and a word to the wise—be sure the lamp bears the Aladdin tag—make *sure* you're getting a lamp that has Aladdin's touch of fashion magic!...

Write for "Radiant Highlights for your home."



—"be sure the lamp bears the Aladdin tag"



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Aladdin Industries, Incorporated

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Wall Cabinets, No. 4604 Laminated Arm Settee, No. 3579
Wood, Metal and Glass Coffee Table, No. 4610 Side Chairs, No. 4735

The blending of varied materials in new, exciting ways is characteristically Dunbar. Wood, metal, glass, foam rubber and fabric have been imaginatively organized into modern pieces of great beauty and usefulness. Typical, too, is Dunbar's code of unstinting craftsmanship and unfailing quality.

MODERN INTERIORS. Send 25 cents for this 28-page illustrated booklet packed with Modern decorating ideas.

Cabinet with pandanus cloth-covered doors, No. 4604A

HOW DO YOU WANT YOUR MUSIC?

CONTINUED FROM PAGE 166

air presenting reasonably good music within a half hour, wanted to know how it could attract more listeners. So they subjected 128 broadcasts to a careful critical test. This is how the tests are made:

Several hundred people, carefully selected as to economic status, degree of education, degree of interest in music, etc., are invited to listen to a broadcast. They sit in chairs on one arm of which are three buttons, one marked "Like," the second "Dislike," the third "Indifferent." Forty or fifty times during the half hour that they listen, a light is flashed on a screen. At the moment the light goes on, the listener is to press one of these three buttons. The results are then charted. At first glance one might doubt the reactions of an audience artificially set up to be "critics." The research people say no, the reactions are valid. At any rate, over a period of three years' testing, certain facts emerged clearly.

PEOPLE like familiar music. No prophet need descend to tell us this. We accept the fact as true. We like music we already know. But it is not quite so simple as that. If you set before the public a program completely made up of familiar music, playing nothing but the old war horses, you would not only produce a hackneyed parade which could no longer call itself a program of good music, but you would also find that your audience would quickly tire of it. Yes, that is what the tests show. People love to hear a violinist play the *Hora Staccato* or *The Bumblebee*. Have the violinist play both of them on the same program, and the audience will feel it is getting too much of a good thing. Good programming, therefore, means something old, something new, a garlanding of the familiar and the

strange. Herein lies the art of good program making.

One thing is certain. A familiar piece of music should be scheduled at the beginning of the program. All radio programs end at the same moment, on the half hour or the hour. In the next minute or two, people turn the dial; they go shopping for what they want to hear next. It is at this point that casual listeners can be attracted to your program if they hear music they know. Having captured their attention, the program can go on to the less usual selections, the loftier, the more difficult music. Once they have come to rest on a program, and the beginning pleases them, listeners are less likely to stray to other fields.

LET us note that this technique of the familiar first is precisely the opposite of recital programming. There the artist begins with a selection of heavier music; the familiar little pieces come last. In radio the familiar and the unfamiliar must be interspersed. The tests prove that, if this is done, the familiar and therefore beloved compositions give off a glow which reflects pleasantly on the stranger who enters after. In short, it is not only possible but necessary to present unfamiliar music. Its position within a program, as well as the attractiveness of the music, of course, determines the degree of liking.

For example, such unfamiliar orchestral selections as Rossini's *La Gazza Ladra* Overture (89)*, the march from Rimsky-Korsakov's *Coq d'Or* (84), selections from Richard Strauss's *Rosenkavalier* (82), stood up well in comparison with the

* The numbers indicate the degree of liking. 80 and up is good; 70 to 80 is fair; below 70 is bad.

(Continued on next page)



**and screens that operate
... JUST LIKE MAGIC!**

**FOR
EVERY SEASON
... EXCLUSIVE
RUSCO REASONS**

Rusco's Magic Panel Ventilation ... Rusco's Positive Prowler-Proof Automatic Locking ... Rusco's Smooth, Effortless Operation ... Rusco's Scientific Breathing Action ... Rusco's Patented Sill Drainage ... Rusco's Patented Thermok* Closure Frame ...

Rusco Magic Panel Ventilation gives you freedom from seasonal changing of storm windows and screens ... you just arrange with the weather instead of changing with the season. You have screens OR storm sash at your fingertips ... you enjoy year 'round, rainproof, draft-free, filtered-screen ventilation ... you're always one step ahead of the weather. Solves your screen, storm sash and weather stripping problems forever. Send the coupon or call your Rusco Man. Let him show you *all* the year 'round benefits and exclusive features of Rusco all-metal, self-storing combination windows ... how they pay for themselves by saving up to $\frac{1}{3}$ in fuel.

Transform your porch into a charming year 'round room with a Rusco Porch Enclosure.



RUSCO

... all-metal, self-storing COMBINATION SCREEN AND STORM SASH ... backed by 14 years experience and over 5,000,000 satisfactory installations. When you buy RUSCO, you buy guaranteed satisfaction—there is no substitute for experience and satisfaction.

THE F. C. RUSSELL COMPANY

DEPARTMENT 1-H450 CLEVELAND 1, OHIO
World's Largest Manufacturer of Combination Windows



Gentlemen: Please send me illustrated literature on Rusco Windows and name of nearest distributor.

Name _____
Address _____
City _____ Zone _____ State _____
I own my home ☐ I plan to build ☐

BLACK-DAYLIGHT TELEVISION

Finest picture, greatest eye comfort. Tests show Model 12C107 offers 140% greater range of picture tones than ordinary TV! Choice of smart models from \$179.95 in the East. Plus tax, installation, picture tube protection plan. General Electric Co., Syracuse, N.Y.

GENERAL ELECTRIC

Model 12C107, big 12½" tube. Mahogany veneered cabinet

WILL & BAUMER
Taperlite*
 reveals
 your
 true
 beauty



Invite personal compliments at dinner tonight—light Taperlites and let their soft, romantic glow unveil your hidden charms.

Your choice of decorator colors

Taperlites come in 4 convenient sizes, 20 exquisite colors. Shown here is April's lovely Yellow.

Look for this handy "Two-Pack"

Easier to carry—protects the smooth, satiny finish of Taperlites. At department, drug, houseware, grocery, and gift stores.

*Reg. U. S. Pat. Off.



Exclusive FIRMFIT END prevents tipping

Will & Baumer Candle Co., Inc.
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 Leading Candle Craftsmen for nearly 100 years

HOW DO YOU WANT YOUR MUSIC?

CONTINUED FROM PRECEDING PAGE

familiar Tchaikovsky's *Sleeping Beauty Waltz* (89), the *Prelude to Carmen* (90), and Gershwin's *An American in Paris* (82); though, to be sure, they were all eclipsed by the redoubtable favorites, the *Intermezzo from Cavalleria Rusticana* (94) and Ponchielli's "Dance of the Hours" (92).

A popular artist may sing less familiar music and the audience will like it. A less popular artist is helped if he fortifies himself with a program of favorites. Marian Anderson, singing Brahms's "*Von ewiger Liebe*," a recondite though beautiful song, scored as high (83) as she did with the familiar spiritual, "Roll, Jord'n, Roll." Polyna Stoska, an artist little known to radio audiences, came through with a good score because she sang music everybody knew. And sang *well*—that has something to do with it.

THE fact that a selection is long is no deterrent. This may come as a surprise to certain conductors who chop up their programs into little filets of music. The research demonstrates that even casual listeners are willing to follow the course of lengthy music, particularly if the composition contains a dramatic introduction and a heady finish.

Announcements preceding the music are important. People do listen to them. They want a little more than just the name of the composer and the title of the composition, though they do not want a lot of talk: half a minute, 50 to 75 words, suffice. What is said about the music may affect the liking or disliking of the subsequent composition. Other things being equal, gay music is more easily liked than dolorous music. Still, sorrow is an integral ingredient of art. A tragic selection will be better liked if the introductory announcement does not paint too gloomy a picture of what is to follow. Such an announcement is like the man who tells you, "I have terrible news for you," before he tells you what the news is. If we decide to play the death scene from *Manon Lescaut*, we will be better advised not to dwell on the description of the two lovers perishing on the dark, unfriendly plain near New Orleans, but tell the audience that *Manon Lescaut* was the opera which made Puccini famous, and that it shows a youthful prodigality of melodies that he

"We rescued our game room from mildew—electrically!"



says Mrs. J. J. Russo,
Oak Park, Illinois

"Our basement was so damp that everything in the game room was mildewed—even the knotty pine paneling. Then we installed a Frigidaire Electric Dehumidifier. Overnight, it cleared up the excess humidity—now has completely ended mold and mildew."



No Messy Chemicals No Muss or Fuss

Now—check mildew-forming moisture electrically and automatically—with the amazing Frigidaire Electric Dehumidifier! Proved in thousands of installations, this revolutionary device draws damp air over chilled coils—forcing excess moisture to condense and drop into receptacle or drain. It's easy to install. And it's remarkably inexpensive to operate, for it's powered by Frigidaire's famous Meter-Miser refrigerating mechanism.

The Frigidaire Dehumidifier is effective in any closed area up to 25 x 40 x 8 feet. It's ideal for protecting game rooms, workshops, libraries, laundries, storage rooms—has scores of profitable business applications. For details, see your Frigidaire Dealer. Or write for folder—Frigidaire Division of General Motors, 1431 Amelia St., Dayton 1, O. In Canada, Leaside 12, O.

FRIGIDAIRE
Electric 
Dehumidifier

was never to surpass later in life. Audiences definitely do not want the selection "sold" to them. They care very little about the adulatory phrases which bestrew announcements like globs of whipped cream. Here is one of the poorest rating announcements:

"Miss Blank returns with one of the most popular and lovely arias in all opera. Accompanied by Donald Voorhees and the Bell Telephone Orchestra, she sings the famous 'Jewel Song' from Gounod's *Faust*."

Short as these two sentences are, they contain three vapid adjectives: "most popular," "lovely," and "famous."

Obviously, the audience wants information about the "plot" of the music. Here is a high-rating announcement:

"For his opening solos, Mr. Blank presents two of Debussy's Preludes, a series of brilliant vignettes, moods, or descriptive sketches. He gives us first the musical picture of a soldier puppet—a seasoned vaudevillian at the Folies Bergère. No common puppet *he*, but a general, who has a slight skip in his walk, and whose act concludes with a surprising pirouette."

They also like personal facts about the composer (particularly if he was successful), anecdotal facts about the artist, or bits of out-of-the-way information such as this:

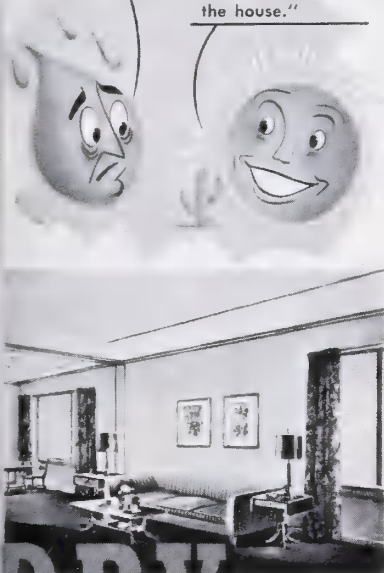
"There are several instances in opera where the part of a young man is played by a girl, and one of these roles is that of Cherubino in Mozart's *The Marriage of Figaro*. This role happens to be a favorite of Miss Blank, and she opens her part of the program with Cherubino's aria in which he declares his love for the Countess—"Non so piu," "I Know Not What I Am."

We must not make too much of such research. Formulas cannot and should not be evolved in the business of entertainment. Nevertheless, critical examinations such as this may lead to a more sensitive presentation of music, and may help to encourage people to step up and warm themselves at the fire of music.



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GARDEN BOOKS WORTH READING

Pruning Is Simple by John and Carol Grant. Frank McCaffrey, Seattle.

When you pick up a copy of *Pruning Is Simple*, it is so light, artistic, so charmingly illustrated that you are almost disappointed that it deals with sharp saws, climbing ladders, and mundane affairs. In the end you are glad, because it really tells an amateur gardener how, when, where, and why to prune, and it gives rather definite advice on the few most commonly grown trees and shrubs in the northwestern states.

The authors, landscape architects, deal at length with the pruning of roses, hydrangeas, spring-flowering shrubs, and bemoan the common tendency to trim trees and shrubs into man-made shapes rather than guide the natural tendencies of each plant. They emphasize the necessity for disciplining rather than breaking the spirit of each tree and shrub.

I am afraid it will take two or three books like the present one to put across the idea that we cannot plant giant forest trees as foundation planting around our homes and, when they have outgrown all bounds, we phone an expert and ask advice on pruning. It seems difficult to prune a St. Bernard dog and make it look like a Pekingese, and yet non-gardeners request feats like this.

—A.C.H.

Colorado Evergreens by Robert E. More.

The Rocky Mountain Plains area comprises fully one-third of our country, but its horticultural literature is very meager. Robert E. More is a lawyer by day, but during all his spare time he is an enthusiastic experimenter with evergreens and native plants. His mountain home is a private arboretum where he has tried several hundred kinds of evergreens.

In his book Mr. More describes in considerable detail these native evergreens in their natural surroundings as well as their usefulness under cultivation. This is interesting reading for plant lovers anywhere.

Complete descriptions and full keys are given. An especially interesting chapter tells of the very picturesque timberline trees. This is illustrated with many good pictures.

—George W. Kelly

(Continued on page 188)

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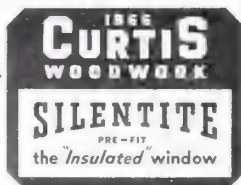
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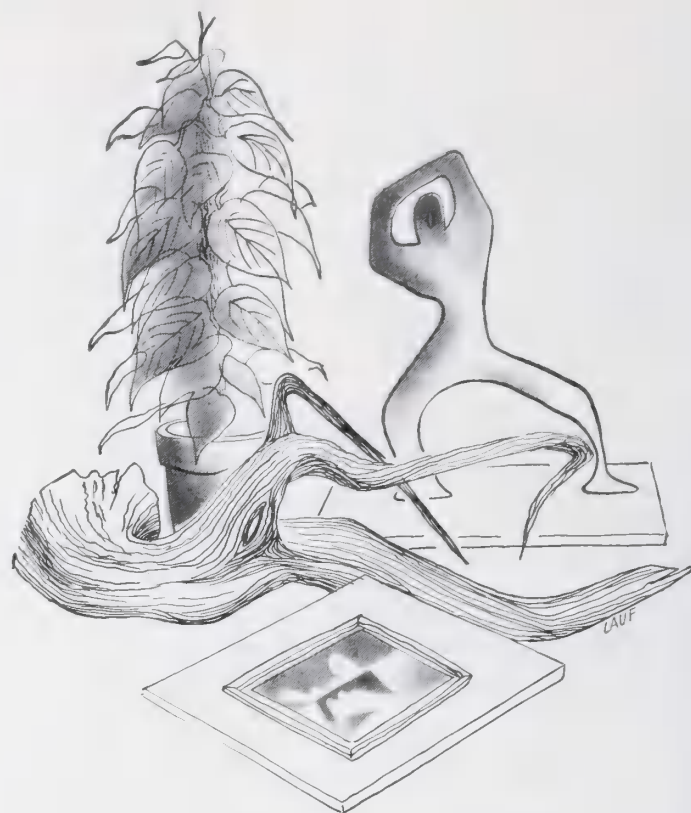
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Decorator's Diary

Look in on a typical decorator's notebook,
crammed full of jottings on what's new and
different and what's ready to be bought

This morning's mail brought a letter from Mrs. Adams—two pages of rave report on the chintz I sent her last month for the house in Florida. It was Harold Schwartz's "Atlantis," one of his modernized provincial patterns with fishes and

shells and coral tossing around on an undersea background of wavy vertical stripes. A marine motif was what she wanted—insisted upon, in fact—though I must say I protested in the beginning, thinking of all the hackneyed versions of sailing ships and light-houses one sees around the show-rooms. But "Atlantis" looked fresh and pert even to me, and she says the blue and green coloring melts right into the view from the windows, which consists mostly of ocean and sky. Found it at Decorative Fabrics, Inc. Price: \$5.25; 48 inches wide. Must remember to show it to the Crowells in the spring when they start to do over their yacht. The scale is just about right for the little curtains in the cabin of the ship.



"Atlantis" Chintz

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BUILD your fireplace around the Heatilator* Fireplace unit and enjoy the cheer of an open fire...and actually get *cozy warmth in every corner of the room!* The Heatilator Fireplace draws air from floor level, heats it, and circulates it to warm *all* the room, and even adjoining rooms.

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Such a relief to come across clients without any inhibitions about Modern or Traditional! When Jack and Mary Bates announced that they planned to "modernize" a 125-year-old house in Redding, I thought they meant the usual procedure of installing a couple of new bathrooms and a super-efficient kitchen. But the porch was taken away entirely (it made the front room too shady), and the whole south wall of the living room was replaced by sliding glass doors which now admit a flood of sunlight and a magnificent view of the reservoir that wasn't there when the house was built. With considerable apprehension, I asked Mary what she planned to do with all the antiques she had fallen heir to when the family sold her grandmother's house in Providence.

"Why, keep them, of course. But we'll need a lot of new things besides."

And before I had a chance to ask what she meant by "new," she enumerated Nakashima chairs in walnut for the dining ell, a George Nelson desk for Jack's study, both as modern as could be. The only



Simple Dignity—Expandable

problem, it seemed, was a dining table. Would I look for something very simple but dignified that would open up from small to large? Nothing I suggested from any of the modern lines would do, so I sent her a picture of the breakfast table I had looked at last summer at Kent of Grand Rapids. It's walnut, I pointed out, and certainly simple. Has brass bandings around the bottoms of the legs and a brass molding around the double top which measures 47 inches folded, and 94 inches unfolded.

She telephoned me the next day, said she had ordered the table through Flint & Horner, and she knew it would go beautifully with the Nakashima chairs.

"But it's not supposed to be modern," I reminded her.

"Who cares what they call it!" she said. And that was that.

Phyllis Blundell is one potter who doesn't get so absorbed in her text.
(Continued on next page)

Lucky me! My husband said:
"Get the best...get
Free-Westinghouse"



Lucky me! My husband paid me a compliment—and bought me a wonderful new sewing machine! "Your clothes really 'do things' for you," he said, "and with a sewing machine you could have more clothes and be the best-dressed woman in town!"



"Get the best," he said, "get Free-Westinghouse! That's a name we can depend on absolutely." So we looked at all the beautiful new Free-Westinghouse models—so smooth-running and silent, with ingenious knee control, so wonderfully easy to operate!



Now, it's loads of fun to make professional-looking clothes for myself... charming school dresses for the girls... colorful drapes and curtains. Wonderful savings, of course... and a real sense of accomplishment and satisfaction at making such lovely things!



Every model is accompanied by a written 20 year guarantee and is backed by more than 75 years of world-wide service. Portable, console, and desk styles, starting at \$89.95. Console model (shown closed above) adds decorative note to any room.

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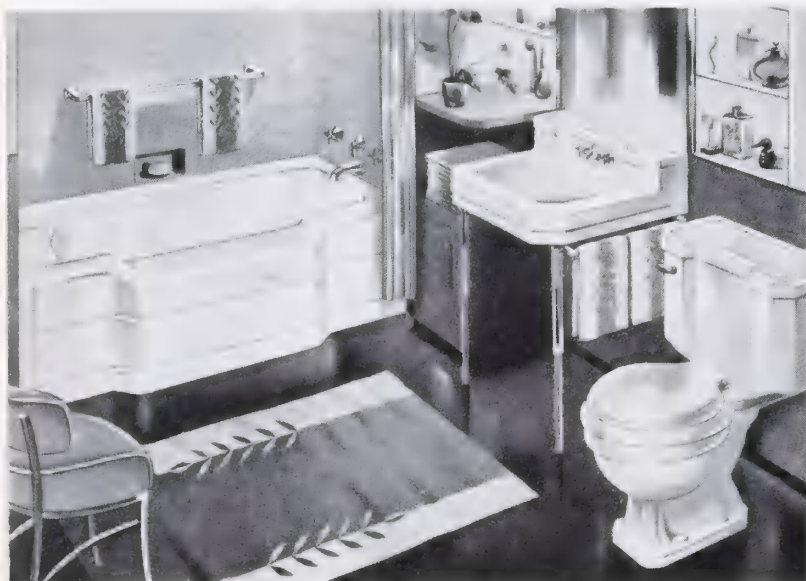
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DECORATOR'S DIARY

CONTINUED FROM PRECEDING PAGE

tures and glazes that she forgets to make things people can use. If it's an ash tray, she shapes it so that the lighted cigarette will stay on the edge and the ashes won't spill all over the table. If it's a bowl, she doesn't assume that the future owner will be happy enough just to look at it. Most of her bowls have free sculptured forms that suggest art for art's sake. But throw a few pieces of fruit into one of them or a handful of flowers, and almost automatically you have an arrangement.

Running a wire through a pottery vase and calling it a lamp has been standard practice for so long that few people ever question it. But this lady has come up with an idea that makes you stop and wonder. It's a base, lamp, and shade all in one. Looks like a piece of ceramic sculpture, but tucked away inside is an incandescent bulb. She usually finishes the outside in one of those tree-bark textures that ceramists seem to love so dearly. But the inside has a glossy glaze, usually in a pale

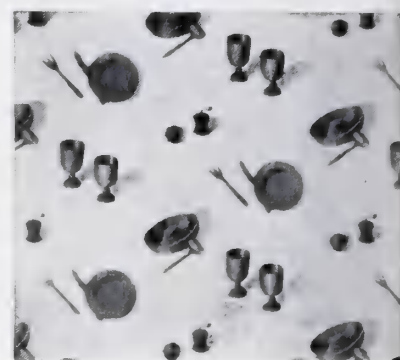


All-in-One Ceramic Lamp

color, to reflect the light. She worked out this lamp originally to set in front of a mirror, she says, which seems like a very sensible idea. It would give a lovely welcoming glow to some of those murky little foyers you run across in so many New York apartments.

The Goodwins have acquired an old house, but you could hardly call it an antique. Built about 1895, I guess, and solid as a rock. Their main point of attack for this year is the old-fashioned kitchen which is about twice the size it needs to be for today's ideas of efficiency. Bess loves to cook, Herb loves to smell what's cooking, and both of them are full of enthusiasm for the idea of a "living-kitchen."

Thus, half of the old room will be kitchen and the other half will be informal living-dining-and-family-conference room. They want to mark off the two areas by a difference of wall treatment. So we are going to paint the walls of the kitchen part a soft sage green, and the walls of the other section are to be covered with Sanitas, the coated-fabric wall covering that is washable and crack-resistant. Bess



"Friars' Feast"

chose a new pattern called "Friars' Feast" that has all kinds of wooden utensils from nut-cracker bowls to pepper mills strewn over a warm beige ground. Each motif has a shadow in a dull olive green that ties in with the green painted walls. The whole effect will be warm and inviting. I'm sure, and not a whit the less sanitary for it. Gimbel carries the complete line of Sanitas patterns.

Dropped in at "Design Unit" the other day—the studio of Benjamin Baldwin and William Machado—to order one of their fabrics, and learned a new trick they said I could borrow. For a large clothes cupboard with an opening about ten feet wide they have made some extraordinary sliding "doors." Light-as-a-feather frames were built of



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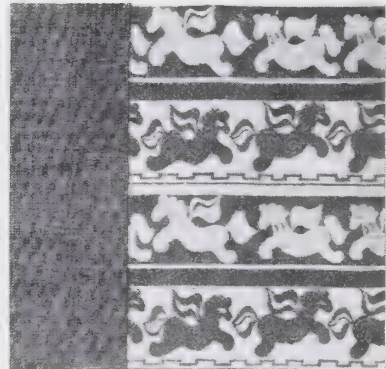
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wood slats about three-quarters of an inch wide by a half-inch thick, and to the back of it there were tacked lengths of natural unbleached buckram. But instead of sliding back and forth in grooves or operating on complicated hardware, they simply hang from a curtain track fixed to the top of the doorway and draw back and forth as easily as a drapery. You'd have to have an opening at least six-feet wide to make the idea work, since only one panel can be pushed aside at once and three feet is about as narrow as you'd want a panel to be. Think I'll suggest it to that young Peterson couple as a way of screening off their kitchenette. We could use plastic film instead of buckram and the light flowing through it should make a very pretty effect indeed.

The covers and bolsters came yesterday for the studio bed in the Lyman's study, and even I was pleased. Tried out a new idea which I knew should work, but I was considerably happier when I saw the finished product. Used two different fabrics—one for the covers



"Pegasus"

and one for the bolsters—both from Dan Cooper. The cover stuff was a coarse Scotch linen woven in a mixture of mustard yellow and a deep rosy red. Bolsters were covered in a heavy cotton with a jacquard woven design—deep horizontal bands with funny, fat little winged horses galloping across them. Name of the design is "Pegasus" and the yarn colors are the same mixture of rose and mustard as the linen, plus the addition of white. My secret fear was that the combination might turn out to look like some of those awful two-fabric upholstery jobs they do on borax furniture. But instead it made the couch look rather dignified in a gay sort of way, and less obviously a box spring and mattress. Was also glad to get a small area
(Continued on next page)

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The Canvas Awning Institute, Inc., is organized to marshal every resource of art, science and industry in making available better fabrics, better awnings and better service.



**THE CANVAS AWNING INSTITUTE, INC.
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"There is No Substitute for Canvas Awnings"

DECORATOR'S DIARY

CONTINUED FROM PRECEDING PAGE

of pattern into that dark little box of a room. There wasn't any place to hang fabric at the high casement windows, and a print on the couch or the big armchair would have been too much.

Wish I had a dollar for every mile I've tramped looking for a three-or four-seater to put in a room that's too small or too crowded for a conventional upholstered sofa. It's so hard to think of anything else but the customary French settee that usually looks so fragile that most of the guests are afraid to sit in it. But I don't think anybody would shy away from Edith Hernandez' new cane-back sofa. It has a cane



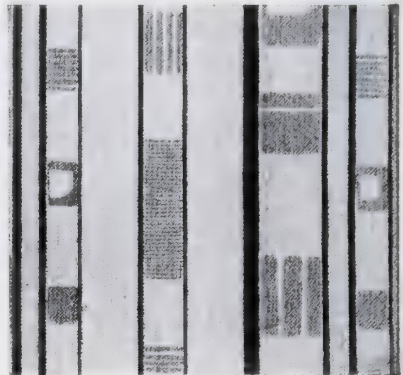
Cane-Back Sofa

seat, too, and a frame of natural birch—all of which makes it look very light and airy. But hidden somewhere in the joints are steel reinforcements to assure that Gibraltar sturdiness you expect (but don't always get) in a heavy upholstered piece. For comfortable bounce you can have a foam-rubber seat cushion if you want it. The piece looks equally well with or without. This is the kind of seat you could place at right angles to a fireplace and still not block off the rest of the room.

One nice thing about caning: It has been popular at so many different periods in the history of decoration (including right now) that a cane-back piece seems to fit in naturally with practically any other style of furniture that happens to be around.

Ruth Adler dropped in to say hello and tell me about her new printed burlap. It comes in six stock colors, including natural, and is heavily coated on the back which makes it stiff enough to use as a wall covering (what it is really meant to be) or to cover table tops, counter tops or even the floor. She prints it to order with any of the patterns she has designed for her fabrics and in any colors. (Only the backgrounds are standard.) What is more, it can be flame-

proofed or waterproofed. For floors she recommends finishing it with several coats of lacquer. I asked her to send me a sample of "Slits and Slat" printed in black on the brown background she calls sand. Think I'll suggest it to the Allens to cover the battered floor of that little extra room they want to fix up as a "fun" room. It costs \$7.95 a square yard and can be ordered in New York from Creative Looms,



Printed Burlap

The Campbells have certainly taken on country life as a full-time job. When they first bought the house, Joe started a system of books and records worthy of the treasurer of U. S. Steel. Said as far as he was concerned the house was just as important an investment, and I guess he's right. Then they've been keeping books on the garden—a daily diary on the weather and what's in bloom. And they're saving every bill that has anything to do with little Johnny, whether it's for new rubbers or anti-tetanus shots or replacing the broken panes in the cold-frame after his model airplane made a crash landing.

All this clerical activity entails dozens of account books and reams of papers which very quickly overflowed the neat little three-drawer writing table they had in the city apartment. For months they've been talking about getting a family-size desk. But nothing came anywhere near the mark until I took them to see the "home-office" at Swedish Modern, Inc. Closed, it's a large cabinet with a noncommittal façade. Open the lower doors and you find yourself wheeling out a pair of casted pedestals—one of them fitted with six sliding trays, the other with six shelves which also slide and are adjustable. These two sections form an exceptionally sturdy support for the upper door

(Continued on page 183)

WHAT DO YOU THINK A CHAIR LIKE THIS COSTS?

IT SURE FOOLED ME and I'm a girl who has always been pretty proud of her eye-for-a-bargain. But I went *way* off when it came to this Boltaflex-covered chair. I guessed that it cost *twice* its actual price.

Why, the pattern and colors alone are enough to mislead you. You just automatically associate "decorator colors" like that with expensive furniture—and that's just *one* of a wide variety of lovely new Boltaflex prints and solid colors that bring new life to every room in your home.

And, although Boltaflex is as tender to the touch as a baby's skin (soap and water are all you need to keep it bright as new) it takes wear like a rhinoceros' hide. It won't, it *can't* peel, chip, scuff or dry out; it resists stains and fading. That's why you will find the finest furniture of so many hundreds of manufacturers covered with Boltaflex—"covered with beauty."

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Boltaflex is available in SEALTUFT, the stitchless, quilted plastic. Boltaflex also sells by the yard at all leading department stores. If you want to be your own decorator, just write to Dept. H-54 for samples and complete information.

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Club lounge chair covered in Mohawk Red Boltaflex.

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for washability and wear...
for perfect walls...*



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What Makes This Dinette So *Beautiful*?

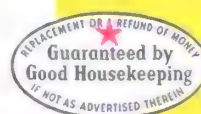
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For the Restaurant, School and Hotel*

NATCOLITE **NEVAMAR** TRADE MARK **TABLE TOPS**

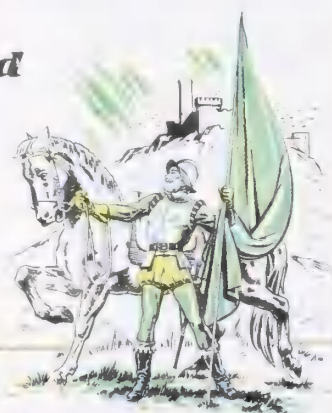
This table top is designed for lifetime beauty and service. In lasting colors, the surface will resist scratches, dents or ring-marks. It is not affected by alcohol, fruit acids or alkalies. It is resistant to cigarette burns and will withstand boiling water. Clean with a damp cloth. Washing with mild soap and warm water is permissible but seldom necessary.





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You'll thrill to the beauty and subtle charm of the new Grandee carpet by Whittall. It's finding its way into the hearts and homes of style-conscious women everywhere. You'll revel in the rich texture, lovely pattern and enchanting colors. You'll be envied by all when you make Grandee in dove gray, palmetto green, woodtone rose or fawn the focal point of your decorative theme.



Whittall

RUGS and CARPETS
Anglo Persians

DECORATOR'S DIARY

CONTINUED FROM PAGE 178

which drops down to form the working surface. And a good surface it is, too—big enough to accommodate both your elbows plus half-a-dozen piles of papers. The upper section has nine stationery compartments and two roomy pigeonholes for Joe's ledgers. I had almost forgotten about Evelyn's portable but there turned out to be



"Home-Office"

place for that, too—in the lower section behind one of the pedestals.

The piece comes in either natural walnut or birch, with a black cuff-proof border around the bottom. The Campbells ordered it in walnut because that goes best with their dining-room furniture. The dining room, says Joe, is the only really quiet spot in the house.

For the elegance of understatement, don't forget the lamp bases of milky alabaster at the House of Italian Handicrafts. Top one with plain shade of rich pale silk. Place it on a very simple, very elegant chest in rare wood veneers.

Found a pair of Baker armchairs at Manor House that I'm certain will satisfy Mrs. Wilson's definition of something simple and comfortable. Like so many people who "wouldn't have any of that modern stuff in the house," she is quite unconscious of how much the last ten years' developments in design have affected her own taste. Since she was my very first client, I have every reason to remember the kind of thing she used to like—and it was anything but simple. Modern trimness with eighteenth-century overtones is what she wants today, and that is what she will have in the Baker chairs. The exposed



Trim Comfort

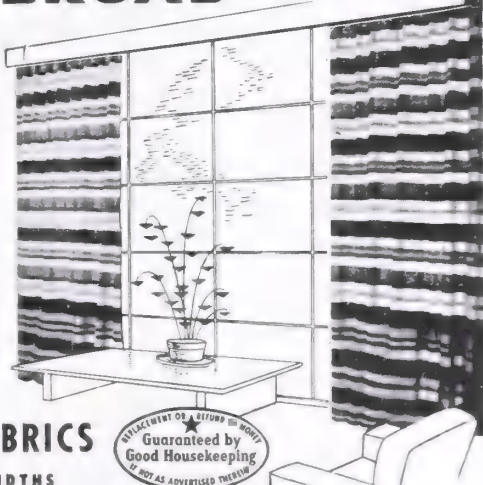
wood legs and H-formation stretchers are strictly Chippendale but the slim dimensions of the upholstered back and arms and seat cushions give away the fact that the filling is foam rubber. When I sat down in one, there was no further doubt. Covered in a plain green matelassé they will make a pretty contrast to the elaborate breakfront. And no one would dream of calling them modernistic.

—M. R.

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HOW TO LEAVE HOME AND LIKE IT

CONTINUED FROM PAGE 104

reveal farms where you are welcome to look around if not to lend a hand. Some offer overnight accommodations, and many are glad to have you join in, when the work is done, on a general, joyous consumption of that once-in-a-lifetime treat—pure, fresh maple syrup poured on the clean snow to harden and served with sour pickles and raised doughnuts!

One way to Alaska

If you are tempted to drive the Alaska Highway this summer but are deterred by the prospect of driving back all those miles on your return trip, now is the time to investigate the possibilities of having your car shipped part of the way. The route covers three thousand miles of good to indifferent to difficult roads and gorgeous to mediocre scenery from Spokane to Fairbanks. But arrangements made well in advance, for instance, will permit you to ship your car by train the long, not too interesting 475 miles between Edmonton and Dawson Creek, a stretch on which bad luck with the weather may delay you for days. Or check into regular sailings of the Canadian National, Canadian Pacific or Alaska Steamship Companies, through which you may be able to begin or end your turn at the wheel at Skagway, cutting your trip either way down to the 500 scenic miles between Skagway and Fairbanks. Or cut your return trip still further, by taking advantage of the new schedule the Alaska Steamship Company has announced for its "S. S. Alaska," which includes a stop once every two weeks throughout the summer at Valdez, off the Alaska Highway proper but connected with it via the Richardson Highway and only 365 miles from Fairbanks. One-way car cost from Valdez to Seattle is \$125, and advance reservations are as important for your car as for you.

Ozark manor house

Should you be contemplating a springtime jaunt into the Ozarks, you will probably find the Stalwart House Guest Ranch a nice compromise between all-out resort and town hotel. It is located within easy range of typical Ozarkian sights: caves, Lake Taneycomo, the Shepherd of the Hills country. It supplies its very own view over Long Creek Valley plus facilities for float trip fishing, golf, riding. In addition, it takes its flavor from

one of the more unique houses of the area, a modern manor house, in which Norman architecture, hand-rivved hickory shakes, and pegged floors are neatly combined with modern plumbing. Rooms at the Manor are \$4 per day for two without meals. Cottages just across the highway, completely equipped for housekeeping, \$5 and \$6 a day for two. The address is Stalwart House Guest Ranch, Hollister, Missouri.

Trailerings

Have you looked inside a trailer lately? One look, and it's easy to understand why there are over a million homes-on-wheels on the road. The latest Trailer Coach Manufacturers' Association listing of trailer parks, including only those which have been inspected tallies six thousand. Latest models have such solid-comfort amenities as double basin sinks, bathtubs and a crib for the baby, picture windows both fore and aft. And at least one company offers a decorating service which will carry out your preferences in period and color. If you see a trailer in your future, better brief yourself on what is involved in owning an operating one. Here are some sources: For data on trailer ownership, taxes, and the like: *State Laws Affecting House Trailers*, \$1, from the National Highway Users' Conference, 938 National Press Building, Washington, D. C.

For where to go: *Official Trailer Park Guide*, \$1, from the Trailer Coach Manufacturers' Association Civic Opera Building, Chicago, Illinois.

For trailer lore and know-how in general, these magazines: *Trailer Topics*, 28 East Jackson Boulevard, Chicago, Illinois. *Trailer Travel*, 35 E. Wacker Drive, Chicago, Illinois. *Trail-R-News*, 544 West Colorado Street, Glendale 4, California.

Waterway

North Carolina is at least unusual among states in that its list of highway tours includes one in which the "highway" is liquid. Between the half dozen or so baroque sounds that bracket the North Carolina coast and the major rivers that pour into them, the eastern fringe of the state is a maze of waterways. Through the maze, a small boat, with guidance, may wend its way most pleasantly from this to that, visiting thereby a number of the state's scenic and

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historic high spots with stops for excellent fishing almost anywhere. Write to the State News Bureau, Raleigh, North Carolina, for a copy of Tour 10 which furnishes the guidance, giving detailed routings from Norfolk, Virginia, for 298 miles south to the South Carolina line, with pertinent data on the fishing and shore facilities, plus soundings and scenery in between.

You and the U. S. Customs

If you know the customary "short cuts" through the U. S. Customs for the snares and delusions they are, you will welcome Pan American Airway's thoughtful little leaflet designed to help the foreign traveler to bring home his \$500 worth the really easy way. Basic are these: 1. Get a sales slip, purchase order, or receipt for everything you buy abroad. 2. Keep a list of articles to be declared. 3. Pack these articles together if possible. Even more pertinent because so often overlooked: Make sure you understand regulations pertaining to in-again-out-again trips along U. S. borders, for one false move can cancel your precious exemptions. But, most important of all, this leaflet puts you in the right frame of mind by explaining *why* we have Customs, and dispelling the common notion that the Customs official's job is primarily to get you if you don't watch out.

More fjords

Caviar among cruises are the four 15-day North Cape voyages ahead of the busy "Stella Polaris." All four depart from England. The first leaves from Tilbury near London on June 22. The other three leave from Newcastle on July 6 and 20 and August 4. Rates are from \$294. Two will go up the Norwegian coast, calling at fjords and ports as far as the North Cape. Two will include, along with fjords, a turn through the Baltic Sea, visiting Stockholm, Oslo, Copenhagen, and Visby on the Baltic Island of Gotland.

Never such a sunrise!

For 15 years people all over the world have heard the Easter Sunrise Services broadcast annually from Grand Canyon, Arizona. But only a comparative few have actually seen them. Yet the South Rim, where they take place, is open all year, highways clear, trains running, accommodations available. And it is only a day's drive from winter resort centers in southern Arizona, through some of the state's best scenery and most piquant

(Continued on next page)

Tables by Brandt

**FOR CHARM PLUS
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Brandt Tables bring you a rare combination of authentic 18th century traditional design plus multiple-use for modern living. You'll love Brandt's lustrous, hand-rubbed finishes, the fine mahoganies and skilled craftsmanship. You'll be pleased, too, by the prices. See them at your favorite furniture or department store—you'll agree that Tables by Brandt are today's top value ... moderately priced.

Regency table with a big tray slide, cork lined for beverages. Solid mahogany with brass spindles. Hand-padded leather top, gold tooled.



Elegant Sheraton design, scaled for room-to-room use, a tea table that doubles as an end table. Removable serving tray. Genuine mahogany throughout.

Versatile mahogany Sheraton Chest Server for dining, living, bedrooms and halls. A pair, side-by-side, makes a lovely credenza. Sliding tray. Top drawer has removable silver tray lined with tarnish-proof cloth.



For practical hints on furniture arrangement write for "Table Tips For Lovely Living." Send 25c in coin to Brandt Cabinet Works, Inc., 68 Pennsylvania Ave., Hagerstown, Maryland.

BEAUTIFUL

Brandt

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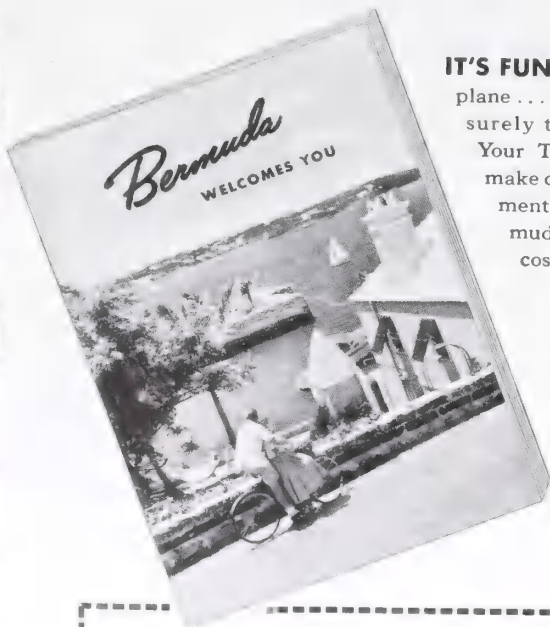
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HOW TO LEAVE HOME AND LIKE IT

CONTINUED FROM PRECEDING PAGE

mining towns. Some resorts will arrange to take you up. There is no grandstand, it is true, on Bright Angel Point. The Shrine of the Ages is marked only by a wooden cross set in a pile of boulders. The South Rim, at dawn in early April, will be chilly. But once the sun fires Yaqui Point to the east and begins its descent down the terraced walls, you forget all that. The world hears the *a cappella* choir, the well-chosen words, even hears those stirring moments of eloquent Grand Canyon silence. But you will be seeing as well as hearing. And there is no sight on earth like a Grand Canyon dawn, or another time or place at which, watching the sun resurrect color after color from the sepulchre of night, you feel closer to infinity.

Where there are apples

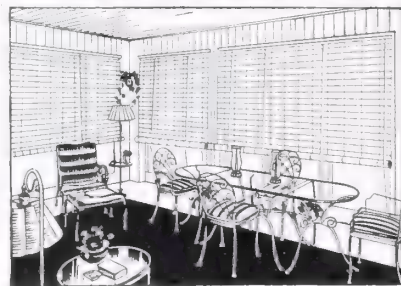
Wherever fall produces apples, spring seems to produce an apple blossom festival. And since Wenatchee, in central Washington state, calls itself the Apple Capital of the World, you will find there the country's first and largest Apple Blossom Festival, come May 4, 5, and 6. Events include the crowning of a queen, a three-hour parade, and sundry side events social, athletic, musical and dramatic, with a fireworks finale. Between, before, or after them, you will want to drive west on the Stevens Pass Highway, U. S. 2, through the Wenatchee and Cashmere Valleys, to see for yourself what this is all about. Wenatchee, with its Cascade Mountain backdrop, and Lakes Chelan and Wenatchee nearby, is worth a visit any time. But in the spring, when the surrounding valleys are bouffant with endless acres of pink and white blossoms, it could easily be the high spot of your trip.

For you, too—salmon

Salmon are schooling again in Quebec's Restigouche and Little Cascapedia, and Nova Scotia's Margaree rivers. And so fine the fish, and so fabulous the scale, which it is sometimes caught, that Canadian National Railways, which serve many of the better fishing spots in New Brunswick, Nova Scotia, and Quebec, point out the salmon fishing sport is not necessarily reserved for the affluent. The Government Reserve Waters of the Restigouche, for instance, may be fished only on a daily rod basis at \$30 per rod per day between May 24 and July 14, plus daily charges for guides, canoes, or fitting. If this seems high to you even for prized Atlantic Silvery Salmon, then you'll want to check with Canadian National Offices in many larger cities, or make contact through your travel agent for other possibilities. Even the Government Reserve Waters of the Restigouche may be fished at \$15 per rod per day from July 15 through August 15; and those of the Northwold Upsalquitch, New Brunswick, \$10 per rod throughout the season. In Nova Scotia, where there are no restricted waters, you can find any stream for both salmon and trout on a license costing \$5 per season. On the St. Mary's River, usually fished from Sherbrooke, rough river waters usually necessitate a boat supplied by a guide. But out of Margaree Forks, you can fish the famous pools of the Margaree from a motor road running parallel to the stream, either from the shore or by wading. You pay only the modest custom allows the farmers own cultivated lands along the water edge. On other streams in New Brunswick, and in Quebec, where the government leases fishing

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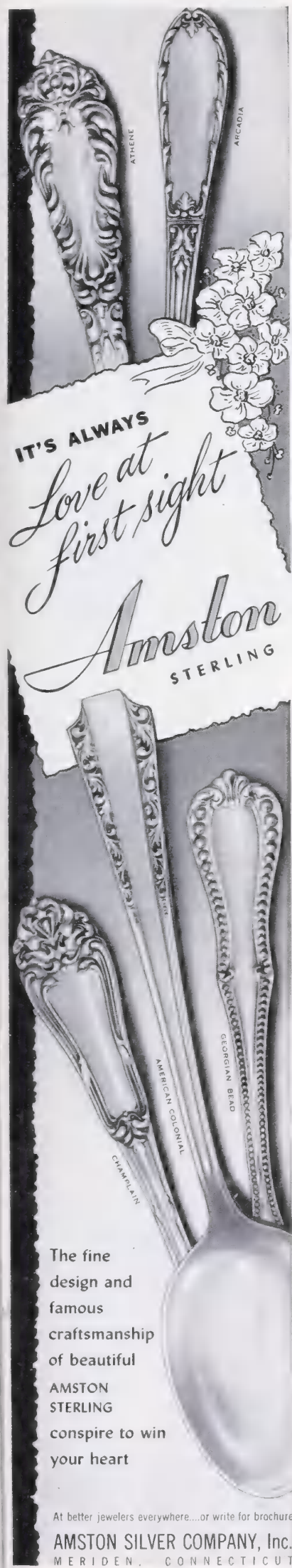
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ritory to outfitters and clubs, the problem is merely to get in touch with a reputable outfitter, whose charges, including everything except license in most cases, fit your idea of what a salmon is worth.

River roads

Before you settle on transportation for whatever Midwest maneuvers are ahead of you, check into the 1950 river cruise schedule of the Greene Line, Cincinnati 2, Ohio. For the Greene Line's two steamers, the "Delta Queen" and the "Gordon C. Greene," offer cruise transportation to a surprising number of places in and adjacent to the Mississippi Valley. Any one of them offers divertingly different means of getting around. When the Queen goes into her regular summer schedule June 24, she will leave Cincinnati every week on a 7-day cruise down the Ohio and up the Tennessee to Kentucky Lake, \$80 to \$135 plus tax. The Greene's summer schedule calls for a series of 10-day cruises from St. Louis up the Mississippi to St. Paul, \$110 up plus tax. But pre- and post-season trips are various. They include the Queen's famous 21-day cruises to New Orleans, \$225 to \$400 plus tax; a Kentucky Derby cruise, Cincinnati to Louisville, 2 days, \$42 to \$75 plus tax with your ship your hotel in Louisville; a one-way cruise between Cincinnati and Nashville, 5 days, \$50 up plus tax; a similar one between Chattanooga and St. Louis; and two choice week-end trips from St. Louis to Mark Twain's Hannibal, Missouri, 2 days, from \$25 plus tax.

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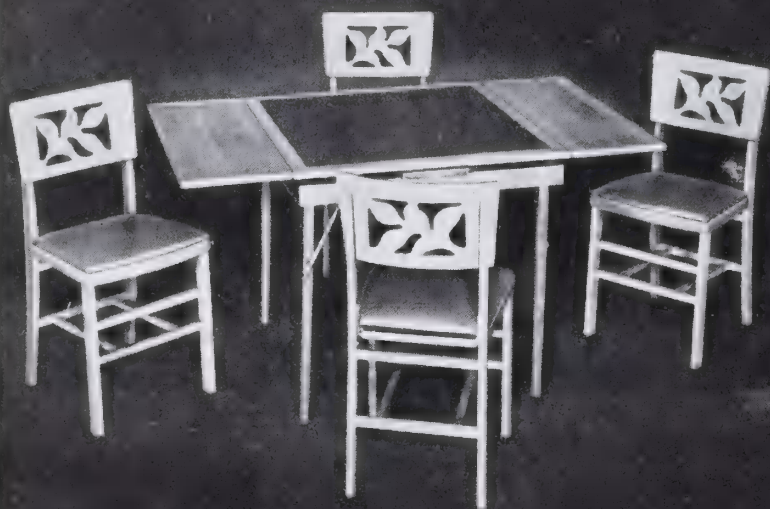
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PHOTOGRAPH BY MAYNARD PARKER



● Here's what the Hume Cronyns did. They turned a liquor-dispensing bar into a home flower-arranging bar. Now everything needed to make an arrangement is concentrated in one spot. No more looking all over the house. Vases and flower holders line the shelves, shears hang near by, other materials are in the cupboard beneath the sink. Even waste is swept out through a trap door into barrels in the service yard.

GARDEN BOOKS WORTH READING

CONTINUED FROM PAGE 173

Tales from Breeze Hill. Memories of a Rose Man by J. Horace McFarland. Rodale Press, Emmaus, Pa. \$3.

This little volume tells, in simple language, the efforts of J. Horace McFarland to make America a more beautiful and pleasant place in which to live.

He recounts the circumstances which interested him in plants early in life, his hopes, his aims, and his

building at Breeze Hill which has become, for practical purposes, a national shrine. His experiences with Dr. Van Fleet, E. G. Hill, the Reverend Edmund Mills, and Perinet-Ducher, all rose "Greats," give an insight into his own life.

The chapter on the rose garden at Sing Sing Prison, and the rose-lover at San Quentin serve only to strengthen one's belief in the man. The book closes with a brief, ef-

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*Matching or contrasting fringe, optional, extra. Prices slightly higher west of the Mississippi.

fective history of McFarland and his achievements written by Robert Rodale. This simple book will serve as a living reminder, a memorial to garden lovers everywhere of one unselfish life, lived that others might benefit.

Shrubs and Vines for American Gardens by Donald Wyman. Macmillan Co., New York. \$7.50.

Adanced gardeners will find this book particularly useful. Unlike most volumes of this sort, it omits the purely botanical characteristics. Instead, it stresses winter beauty, time and duration of flowering and fruiting, fall color, and brief cultural notes.

The special lists alone will justify the cost for many gardeners. They include such useful headings as: plants for interesting winter barks, order of bloom, foliage colors, shrubs for the seashore, for dry soils, for wet places, shade and city conditions. In addition, North America is divided into ten hardiness zones. In all, some 3,200 shrubs and vines are described and evaluated.


Ornamental Cherries by Collingwood Ingram; Charles Scribner's Sons, New York. \$10.

Ornamental Cherries is written for advanced gardeners everywhere. It is an authoritative book. Ingram has spent 27 years in the study of flowering cherries and is the greatest living authority on these trees.

Gardener's Tribute by Richardson Wright; J. B. Lippincott Company, Philadelphia, New York; \$3.50.

You won't learn a thing about how to grow plants, but if you have any curiosity about those who have made garden history, you will want to read all the fascinating things Mr. Wright has unearthed. You will see how Josephine's rose garden has affected your own, why gardeners and bird lovers argue about Audubon, how a pill man threw away his business to make time to hunt plants for fun, and why your ultra-modern house doesn't look so modern to those who knew about a gardener named Thomas Paxton.

J.E.H.



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House Beautiful's index to new building items
you can't afford to miss, whether you're building
a new house or just rejuvenating your old one

Pint-size shoppers could easily carry home their own pint-size Durable Formed Lavatory. And you won't mind paying its pint-size price: in white, pink, blue, or green it's all the same—approximately \$15 (without faucets). Colors are integral; weight is only (so help us) two pounds.



This is the first such lavatory we've seen. It's made of du Pont heat-resistant Lucite, warm to the touch and guaranteed to withstand boiling water without damage. Plain soap and water is recommended for cleaning; glass wax for polishing (though the material won't be scratched if you use abrasive cleaners). Burning cigarettes may leave small stains but you can remove them with fine sandpaper and more glass wax.

Two models: one for walls, one for corners. Bowls are about 12 in. x 7½ in. Also in production are a standard-size (20 in. x 17 in.) lavatory designed for counter-top

installation, and a 12 in. x 18 in. flat-rim sink. Forthcoming are other standard-size lavatories and, eventually, bathtubs. Durable Formed Products, Inc., 6 Greene St., New York 13, N. Y.

Throwing a party? Refinish the floor of your recreation room in the morning and dance on it the same night. That's the claim of the makers of American Fast-Drying Floor Seal—and, what's more, they say it will work equally well on any floor: wood, cork, linoleum, or concrete. First coat of this product dries in an hour—you can apply it with clean rags or a lamb's wool applicator. Next you rub the floor with steel-wool, to remove any excess seal, and apply a second coat. Repeat steel-wool and finish off with a coat of wax. This product is said to produce an anti-slip surface, highly resistant to harsh soaps, boiling water, alcohol, and alkalis. It is a clear finish, but it can be used over a stain if desired. Prices vary from about \$3.50 per gal. to \$4.95 per gal., depending upon locality. American Floor Surfacing Machine Co., Toledo 3, Ohio.

Wanna buy a dock? Seriously, now's the time to plan it for this summer's swimming and boating at your lake cottage. The Michigan Dock Co. has a completely prefabricated one for easy assembly without nails or screws. It's demountable, too, for winter.

(Continued on page 195)



Old Colony

by

Both these trusted symbols
assure the quality of all
Heywood-Wakefield
furniture.



"Home-Planned" Furniture—Designed For Living As You Want It... See Old Colony—and you'll see how it fits your dream of a home keyed to the friendly warmth of traditional American furniture! Its "Home-Planned" designs bring all the advantages of buying from open stock, plus a sensible flexibility that means fresh charm as you later add to living, dining and bedrooms. The Heywood-Wakefield emblem stands for authentic lines, staunch, native hardwoods and fine craftsmanship. Old Colony is proudly displayed by better department and furniture stores.



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Gladys Miller, decorating consultant, has packed this book with 16 pages of smart ideas for *your* home! Mail coupon with 25¢ for your copy today.



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I enclose 25¢ for my copy of your decorating book, "Old Colony Furniture," by Gladys Miller.

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BOTH SIDES ALIKE



TERRACE AWNING IS OF OTIS WOVEN PATTERN No. 2907

for Beauty Under The Sun...



You wouldn't believe the difference these gay, summery awnings make in the appearance of a house . . . how colorful they are from underneath, their brilliant stripes and patterns as vividly colorful when you sit under them as they are in perspective. . . . Let the beauty and charm of Otis Woven Awnings give your house "the Flattering Touch" . . . enjoy the cool shade they provide. Woven of 2-ply yarns, vat-dyed with fast-

est obtainable dyes *before* being woven, Otis Awning Fabrics show "both sides alike" . . . are fully treated for water repellency and mildew resistance. Go to your local awning maker . . . ask him to make your awnings of Otis Woven Fabrics — lawn umbrellas and furniture coverings, too. Choose your pattern from his book of a large variety of Otis Woven Fabrics, in plain colors and a variety of stripes.

Sold through leading distributors everywhere.

Manufactured by **THE FALLS COMPANY IN NORWICH, CONNECTICUT**
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Wet umbrella or forgetful puppy . . . there's no staining or fade mark to worry about when floors are surfaced with Genuine Clay Tile.

The rich fired-in decorator colors will lend warmth to your foyer, kitchen, utility room . . . eliminate the drudgery of scrubbing, waxing and refinishing that is necessary for old-fashioned floor and wall surfaces. Ask your contractor for an estimate. You'll be amazed at the long-range economies of Genuine Clay Tile.

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Cambridge Tile Manufacturing Co.
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General Tile Corporation
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Mosaic Tile Company
Murray Tile Company, Inc.
National Tile & Manufacturing Co.
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TRADE-MARK

Here's a bright array of beauty to bring fresh, new charm to your bath! Smart, colorful Kleinert shower curtains made of superb "Vinylite" Brand Plastics—the luxurious looking materials that bring you so much durability and lasting beauty for so little cost, so little upkeep. Completely waterproof, easy to wipe clean, they're available in a host of lovely colors and patterns. Ask for them—at better stores. Pronounce the trade-mark "Vine-na-lite."



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Luxurious-looking, colorful, long lasting • Shed water instantly • Wipe clean with a damp cloth
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One of a group of exquisite hand-painted shower curtains. Decorated in lovely pastel colors, they have the same sturdy, lasting qualities as other curtains of "Vinylite" Brand Plastics.



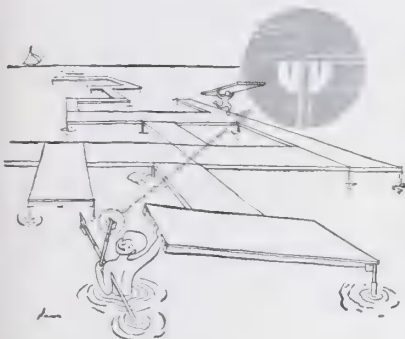
When you buy shower curtains, rainwear, draperies or other plastic things, be sure they're made of plastics produced by a reliable manufacturer. The "Made of VINYLITE Brand Plastics" signature is your assurance of top quality merchandise that will serve you well. Always look for it when you buy.

BAKELITE DIVISION
Union Carbide and Carbon Corporation 
30 East 42nd Street, New York 17, N. Y.

CURRENT EVENTS FOR HOMEOWNERS

CONTINUED FROM PAGE 190

removal—or in case you ever change lakes. You buy it in sections, with wood decking and galvanized steel supports that telescope to fit various depths. A set screw (your only adjustment) holds them at the proper length.



Tops of the supports have slotted plates to receive built-in pegs on the deck stringers (see circle). Anchor the shore end with stakes, or set it in concrete (the manufacturer shows you how). The whole works is said to stand firm even in mud.

FOB price is \$43.50 per complete section, 9 ft. long and 4 ft. wide; other sizes also available. Accessories such as bench (\$25), ladder, flagpole, etc. attach without bolts, simply by slipping into the open tops of the supports. Michigan Dock Co., 1451 E. Michigan Ave., Battle Creek, Mich.

A marked house is a boon to visitors. Cambrite tile house numbers are designed for maximum legibility both day and night. The black numbers on a white background are said by the maker not to rust, stain, tarnish, wear off, or fade. Take a number from 0 to 9 and make any combination you wish.

The black japanned aluminum frames are made to fit from 1 to 5

numbers. Tiles size 3" x 2" cost 25¢ each. All letters of the alphabet are also made in the same size tiles. Found at hardware and building supply stores, they are made by Cambridge Tile Mfg. Co., Cincinnati 15, Ohio.

Design by photogravure.

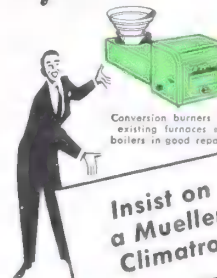
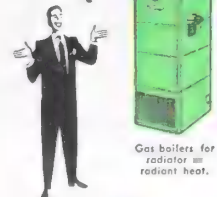
Add Sandran to the growing numbers of plastic floor coverings. This product, whose design is printed by a unique photogravure process, comes in widths of 3', 6', and 9'. It is a combination of vinyl plastic and latex rubber bonded to an asphalt fiber back. Because it is non-porous, it is especially suitable for laundry rooms and kitchens. Dirt cannot sink in, nor can water be absorbed. The manufacturer says it cannot be marred by acids, alkalis, grease, strong soaps or detergents, lye, or alcohol. These properties also commend it for counter-top use. It can be laid with ease, as it requires no mastic, although one can be used if preferred. Available at present in only two designs—marbleized in eleven colors and leaf pattern in five colors. Costs about \$1.75 per sq. yd. Sandura Company, Inc., 17th & Sansom Sts., Philadelphia 3, Pa.

Flexible lighting can eliminate the necessity for toting around a bridge lamp. You can spotlight your bridge table with an Adjust-O-Spot recessed fixture. You can move the bridge table to another part of the room and still spotlight it. This fixture rotates 360° in any direction—tilts 27° vertically and has a removable concentric louver to diffuse the light. Sells for about \$16 at your electrical supply store and is available in six colors. Litecraft Manufacturing Co., 135 Rome St., Newark, N. J.

(Continued on page 201)



Happy house-warming with fuel-thrifty Mueller Climatrol



Insist on
a Mueller
Climatrol

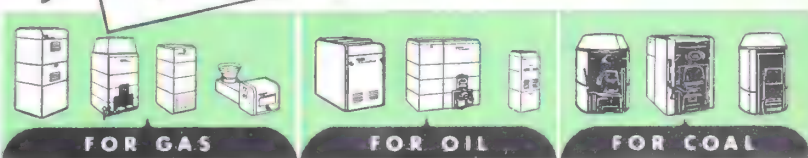
Enjoy a home that offers a warm welcome to your family and friends *every day—all winter!* And make it easy on yourself (and your budget) by installing Mueller Climatrol fuel-thrifty automatic heat!

There is a Mueller Climatrol for any home, any type of heat, and any fuel. Mueller is the choice of thousands of home-owners, builders, and architects from coast to coast.

For greatest automatic heating economy, install a Mueller Climatrol convertible oil furnace which can be easily and inexpensively converted to gas — or vice versa.

The complete Mueller Climatrol line is styled for beauty and compactness — engineered for years of efficiency and economy. Call your dealer today and see for yourself. L. J. Mueller Furnace Co., 2206 W. Oklahoma Ave., Milwaukee 15, Wisconsin.

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Since 1857



The Carol Nash Chair

A contemporary American design with a graceful and free flowing effect with wings and arms airy. Luxurious formed foam rubber back, arms and seat . . . insure permanence of shape . . . continued like-new comfort. Front feet are solid mahogany and capped by brass ferrules.

A decorator chair

by
Jamestown Lounge Co.
Jamestown, N. Y.

Ask your dealer to show you this chair



THE TRUTH ABOUT GARBAGE DISPOSERS

TODAY, it goes without asking: a modern home has running water and inside toilet facilities.

Yes, most health authorities and municipal officials agree—inside sanitation is universal. But (they point out) one phase in the sanitation cycle has long been neglected and is just now being solved: *the elimination of garbage.*

What is garbage?

Garbage starts out as harmless food waste. Hours and days of storage in the garbage can result in the decay of this waste . . . and it becomes unpleasant, unsanitary garbage.

Sad to say, most homes always have some garbage right nearby—stored in evil-smelling, disease-spreading garbage cans and waiting to be collected by "the garbage man."

Here's the answer

Owners and builders of today's modern homes have found the way to good health and freedom from garbage by installing food waste disposers. The question no longer is, "Shall a disposer be installed?" The question now is, "Which disposer is best?"

Every day, well-informed owners and alert builders who have looked at them all are choosing the *Youngstown Kitchens Food Waste Disposer* for three important reasons:

Note: Youngstown Kitchens Food Waste Disposer can be used with septic tank of 500 gals. or more capacity.

1 Continuous feed: Most disposers have load limits, and must operate one load at a time, with starting and stopping between loads. The Youngstown Disposer can be fed continuously. This means you can keep your kitchen clean as you go along, with the Disposer whisking away food waste as fast as it occurs.

2 Self-cleaning: Automatic reversal of the rotary shredders changes direction of the water swirl for *complete self-flushing!* Waste is shredded thoroughly into tiny particles that act as a cleaning agent. Super-hard, chrome-plated steel shredders stay sharp and bright!

3 Long life: It's like a knife with two blades! Every time you flick the switch, the rotor turns in the opposite direction, giving you two complete sets of cutting edges! No wonder the Youngstown Disposer stays so sharp it can even take small bones!

Enjoy freedom from the garbage nuisance! Install a food waste disposer—and when you do, be sure it's the **best:** a Youngstown Disposer! (Fits all Youngstown Kitchens Cabinet Sinks and most other modern sinks.) For additional information, just write your name and address on a penny post card, mentioning the word "Disposer," and mail to **Mullins Manufacturing Corporation, Warren, Ohio.**



Youngstown Kitchens

FOOD WASTE DISPOSER

Do you folks play cards?

CONTINUED FROM PAGE 119



For gamers with a space problem this linden wood drop-leaf by the John Widdicomb Co. does the work of three tables. From console size, 40"x22", its leaves lift to make a 40"-square card table. Add extra leaves and you have 92" of dining surface.



There isn't room enough for good-sized ash trays.

Some years ago I had a card table, to each leg of which an ash tray could be clamped. Your cigarette often missed that tray, the butts fell on the floor and created more or less fatal fires. When the Board of Underwriters sent me a fairly stiff letter, I threw the table away. Card players who also smoke seem to be a genus not envisaged by the manufacturer. Few tables have such a simple arrangement as table No. 10 on page 121, that is, a sliding tray emerging from the under side of the table, on which an ash tray can be safely placed (yet almost all office desks have a sliding tray; it is a simple idea). Still fewer tables have corners extending beyond the conventional square shape on which drinks or ash trays may stand securely. (The business of dragging additional little tables to the vicinity is not satisfactory. The scene then resembles a course for an obstacle race.)

Where is the law which says that bridge tables have to be square? A round card table is more neighborly and may take less space (see table No. 9 on page 121). Why should a card table not consist of two areas: the inner court, so to

speak, on which the card action takes place, surrounded by a neutral area, which accommodates score pads, ash trays, glasses, etc.? Then, to make a good thing better, you can still add pull-out trays for additional equipment. (See table No. 10 again.)

Next point: the surface of the table. Most card tables have a surface which makes it difficult to pick up the cards. They need to be covered with bridge covers. Could the pleasant, slightly corrugated surface of the bridge cover not be used as the surface of the table itself? (See the cork-covered table, No. 5 on page 120.) The surface of any table ought to be waterproof, alcohol-proof, fire- and occasionally fist-resisting. Then if the card table were so constructed that the inner court could be removed—so that it could be recovered or resurfaced without too much cost—you would have pretty nearly the ideal table.

The other type of card table which I dislike is the oversized, megalomaniac, decorator's dream table. The card table now becomes an "important" piece of furniture. There is nothing wrong with that, except that you cannot play cards. Each player ought then to be supplied with a megaphone, so that the

bids can be heard. A card table for any game played by one to four people—solitaire, gin rummy, Oklahoma, bridge, and Canasta—ought to keep the players within hailing distance. Where are we, at the United Nations? A poker table is a different problem. Many more good—and handsome—poker tables exist than bridge tables. (But most people use the dining-room table!)

A POOR table, however, is the lesser evil. Your real difficulty lies with the chair. Behold here evil incarnate (incarnate is the word), the anathema of comfort, the destroyer of good posture, the helpmeet of the osteopath. Bridge chairs also can be classified into two categories: first, the snap-up-and-bite-me species. This is the folding chair which, unfolded, becomes temperamental and decides that enough is enough, it ought to fold again. It will do so, and either throw you or administer a pinch. The second species may be called the Sylph Seat. It may be comfortable for a will-o'-the-wisp or for one of the more ethereal elves. Possibly even a gnome on a reducing diet may find it satisfactory. But any normally proportioned human being—I am not a fat man—will hang over to

the left of it and hang over to the right of it.

Now, of *all* chairs card chairs ought to be comfortable! They ought to be wide enough and, for my money, upholstered. The cushion ought to be soft but not flabby. The back should offer comfortable support and should be fairly substantial. It is better for the chair to be wider than it ought to be than too narrow. Such chairs have at last begun to appear on the market. I consider the chairs shown in pictures 3, 5, 6, and 9 not only handsome but considerate objects. Away with rachitic, hard chairs! And any card chair, no matter how good looking, ought to be sturdy enough so that it can be tipped back. Card players will in their excoriating meditations tip back on the chair, their gaze fixed on Sirius. For it is from the stars that they derive guidance whether to wait for gin or knock with six.

If card tables and chairs are made to be truly comfortable, then chances are that they can also be made good looking, for they will then possess enough substance and form to make them proud rather than apologetic pieces of furniture. This does not rule out the folding
(Continued on next page)



CAMPBELL

Custom Creations

FEATURING *Contemporary Modern*

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Factory: 1335 Altgeld Street • Chicago
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john stuart, inc;

EASTERN REPRESENTATIVES
Showroom: 4th Ave. at 32d St., N. Y.

SANTA INEZ
CHAIR

A modern fun-back television (TV) shell of comfortable proportions and a "turnabout" base.

From Sunlight to Complete Shade
... with a twist of the wrist!

RUSCO Adjustable

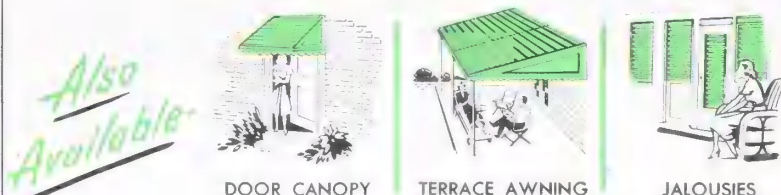
all-metal VENETIAN AWNINGS

Go up once... never have to be taken down... stored or recovered... give you control of light, ventilation and visibility... protect against sun, storms, rain, snow, sleet!

Guaranteed by Good Housekeeping

These beautiful permanent awnings and jalousies will give you many year 'round benefits.

They are available in steel or aluminum... in a wide selection of harmonizing colors... baked-on enamel finish retains its beauty for years. Rusco is a permanent installation that offers its service and beauty throughout all seasons... enhances the appearance of your home.



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Valuable franchise territories open to responsible distributors.

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ground for gracious
living . . . it accents the
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Wallpapers are soft . . .
easy to hang—they're
pliable—embossed—
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Burlap Weave No. 870 GD
—does not require
"matching" on the wall
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DO YOU FOLKS PLAY CARDS?

CONTINUED FROM PRECEDING PAGE

card table. However, instead of being hidden in a closet, it will then be good enough to be put into a corner of the room or against a wall, or to form a group with its chairs. It will serve as an additional regular table—carrying a lamp or a bowl of flowers—during those occasional and fleeting moments when you are not playing cards. That is how the Eighteenth Century used its whist tables. They had sense in those days. Tables 4, 7, and 11 are of the console ilk. And to get more for your money, you can now acquire card tables which extend admirably into dining tables, or which can be used as they stand for meal service. (See page 196.)

As long as we are airing our theories about card-playing equipment, we ought to say an ill-tempered word or two about bridge lamps. Where do you find a good bridge lamp? Where do you find a lamp that gives the "even, soft glow" described by the novelists who have pictured card-playing scenes (Jane Austen, Tolstoy, Schnitzler, Dostoevsky, etc.)? Where do you find the bridge lamp which does *not* shine in your eyes? Don't get me started: This is another subject.

It is a pleasure to be able to show examples of good tables and good chairs. Their designers deserve the gratitude of those people who hold with Samuel Johnson (b. 1709, d. 1784) that card playing "generates kindness and consolidates society."

See pages 162 and 163 for a lineup of new playing cards.

HOW TALENTED CAN ONE FABRIC BE?

CONTINUED FROM PAGE 129

The Everfast damask chintz shown on pages 126 through 129 is available in the following stores:

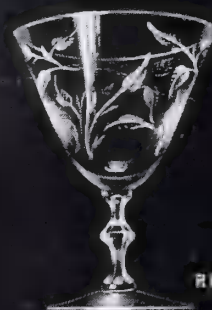
Berkeley, Cal. J. F. Hink & Sons
Beverly Hills, Cal. W. & J. Sloane
Boston, Mass. Jordan Marsh & Co.
Chicago, Ill. Carson Pirie Scott & Co.
Cincinnati, O. A. B. Closson, Jr. Co.
Cleveland, O. The Higbee Co.
Columbus, O. The F. & R. Lazarus & Co.
Detroit, Mich. The J. L. Hudson Co.
Grand Rapids, Mich. Inez White Huyge
Houston, Texas Suniland Furniture Co.
Kansas City, Mo. Duff & Repp, Inc.
Miami, Fla. Burdine's, Inc.

Table Talk by Tiffin

Unrivalled in brilliance, matchless in clarity and grace, The Tiffin Glassmasters present two great successes from their 1950 stemware collection:



Caresse



Rhodora

Each represents the highest form of glassmaking art . . . hand-blown, hand-cut . . . the newest interpretations of traditional and contemporary design. Each comes to you without import duty . . . matching pieces always available. See Tiffin stemware and decorative accessories at better stores everywhere . . . at prices everyone can afford.

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New York, N. Y. B. Altman & Co.
Newark, N. J. L. Bamberger & Co.
Oakland, Cal. The H. C. Capwell Co.
Philadelphia, Pa.

Strawbridge & Clothier
Pittsburgh, Pa. Kaufmann's
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Scruggs-Vandervoort-Barney, Inc.
San Francisco, Cal.

City of Paris Dry Goods Co.
Toledo, O. Truehaft Bros.
Washington, D. C. The Hecht Co.

THE RICH REWARDS OF KNOWING WHAT YOU WANT

CONTINUED FROM PAGE 165

boring, I know, but just for the record, we have 125 lineal feet of 7' high by 2'6" deep closets, in addition to 6' x 12' attic and 10 square feet of garden tool storage. All of this fits unnoticeably into the structure of the house.

Our one touch of genius, however, is the large (6' x 10' x 8') free-standing radio-book-and-general-storage case which separates the living room from the study. This is entered through a secret panel which permits the use of all the space on the inside that is not used on the outside.

This cabinet is fitted with 11 shallow drawers, part of the total of 45 similar war surplus drawers beautifully made of basswood plywood, screwed and glued in the most elegant cabinet tradition. The drawers cost \$1.00 each and because of this bargain, we use them everywhere throughout the house for all purposes. Some of them have been louvered and some have not. They hold my shirts and shorts, Ilse's underthings, our important papers, and they're just a sample of what you can get when you go bargain-hunting on a budget as large as a molecule.

So much for the practical matters of "Il Cavo's" structure and function. We feel we've proved that an exciting and artistic house can work efficiently and be constructed inexpensively.

To me, however, the most vital aspect of my home is its ageless quality. It is neither reminiscent of past forms nor consciously striving to achieve futuristic ends.

It is individual. There is a oneness about the house that sets it apart as a work of creation and not of copy. Perhaps, this is because there is more of Nature in our house than there is of man-made design. I followed Nature's footsteps in building it, and if the

GARNIER LIQUEURS



Connoisseurs of fine liqueurs know Garnier... prefer Garnier... produced since 1859 under the personal control of a member of the Garnier family. Ask for Garnier by name and name your favorite variety; the aroma and savor of each of them has been brought to perfection.

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ESTABLISHED 1877
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is any force more exciting and dramatic than Nature. I don't know what it is.

It takes a bit of courage to throw away a set of plans and improvise and devise as you build along. It's very much like a politician who prepares a speech, studies it carefully, and then discards it and speaks extemporaneously, fitting his speech to his audience and in the end, winning more applause than if he had stuck to his prepared talk.

Courage has a way of rewarding its practitioners.

People ask me what I've learned from building my kind of house, and sometimes I find it difficult to express an answer in a few single words.

Let me put it this way, however. Our time on earth is short. There is a sense of adventure in life, a sense of experiment in home-building, and if a man wants to live fully these desires must be consummated.

Unfortunately, many homeowners merely exist. They will never take a chance on anything new, exciting or dramatic until it has been proven old. That's why most of the homes in America today are nothing more than dull, flat, painted boxes of sameness.

I and I took a chance, a small step forward. We built our house with imagination as our incentive and Nature as our guide. We built it inexpensively by using the resources we had and shopping around for bargains. We furnished it simply with hardy, indestructible materials, and our result is a home of comfort, utility, excitement, and timelessness.

An open house such as ours reacts to the changes in Nature very clearly; the sun and rain, the full moon, the seasons, the color and firmness of the day, the subdued charm of the evening, all are very definite and different. And perhaps that is one of the main facts in a good work of art. It is something definite; through all its complexities and subtleties there is evident a simple clear statement, for all its apparent simplicity there is a depth of order and understanding. It is other than the usual coziness of custom, or the compromise of timidity.

What have I learned from it?

I have learned that a home created and furnished with feeling, spirit, drama, simplicity, and rough effects is infinitely more livable and rewarding than a house slickly copied and coldly equipped with the latest in lacquered gimmicks.



"My guests just ooh! and ah! when I switch on my...

*Decoralite by LIGHTOLIER



"I don't wonder because Decoralites are really new and exciting. As pictures they're simply lovely, and as lights they're so flattering to my rooms and my guests. I have one behind my bed too; for reading—simply marvelous!"

Decoralites are paintings on glass, by famous American artists. Concealed lumiline lamps with special Lightolier reflectors bring them to glorious 3-dimensional life—give soft, eye-saving light. A 3-way switch control permits you to use top, bottom, or both lights for fascinating decorative effects. Designs for every period, every taste, every room. From \$16.95.

NEW! Decoralite Jr.

Smaller glass paintings—less light for reading, but charming accent notes—and only \$9.95!

*PAT. PENDING TRADEMARK



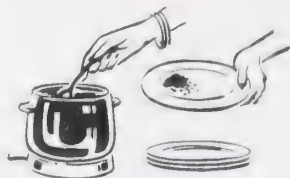
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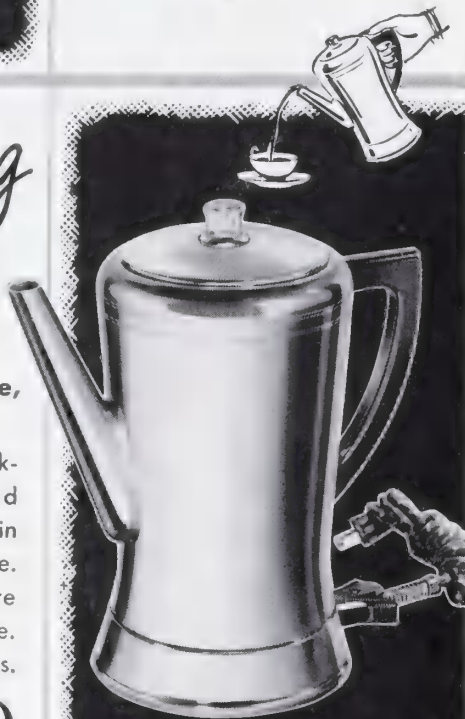
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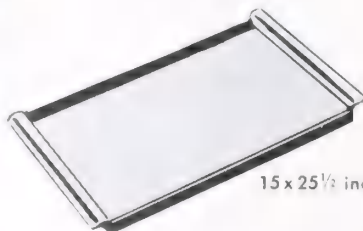


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CURRENT EVENTS FOR HOMEOWNERS

CONTINUED FROM PAGE 195

Latch on to color. Three colors are now on the market in night latches. So if you're tired of looking at that black night latch on your nice light-colored door, you will want to see the ivory Ico Streamlatch. The other two colors are silvery gray and antique bronze. There's a special feature on all models called "Hold-o-matic." This simply means that the latch opens when you turn the key—and stays open until you remove the key. Latches cost from \$2.50 to \$3.25, made by Independent Lock Co., Fitchburg, Mass.

Clutter converters. Do your closets look like Fibber McGee's famous hall closet with its tennis rackets, rubbers, brooms, hats, and last-year's Christmas cards? Nasco sectional storage units offer an old solution in a new variety of units. There are tall wardrobes for long clothes, short closets for suits or nursery use, drawer and shelf space engineered for any type of home or office storage. You can buy the pieces in any one of 18 basic units in 7 sizes: 20, 24, 28, 30, 32, and 36 inch widths. All are 21" deep and require no special installation—all they need is a level floor. They are lock-corner constructed of kiln-dried white pine with plywood doors, and are sold unpainted or finished in various ways—in decorator colors, in pickled finish, or surfaced in hardwood plywoods (korina, birch, white oak, and mahogany). Prices range from \$32 for the smallest unit up. The manufacturer makes similar variety of kitchen storage units. Nathan Shectman, Inc., 241 Lexington Ave., New York 16, N. Y.

Investment in security—and in shoe leather, time, and convenience—is the new Talk-O intercommunication system. Use it to answer the doorbell (safeguard against unwelcome strangers), use it to call the family to dinner (saving steps and shrieks), use it to monitor the baby's room (without disturbing his nap). In any case, Talk-O draws current from its batteries only while it's actually being used—not all day. And there's no main switch to turn on in the morning or off at night.

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(Continued on next page)

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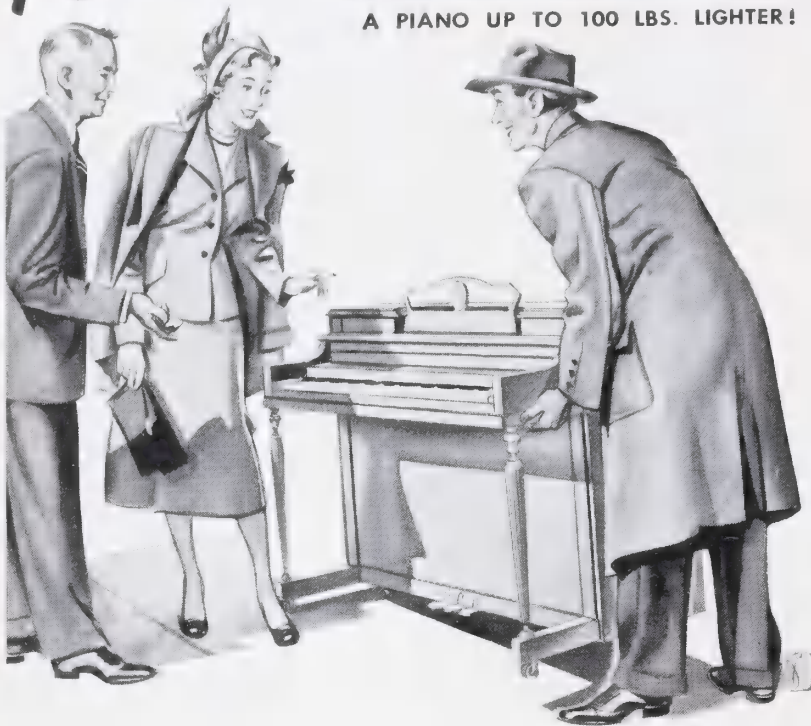
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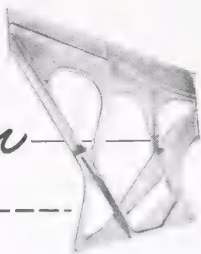
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CURRENT EVENTS FOR HOMEOWNERS

CONTINUED FROM PRECEDING PAGE

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Above

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Arm Chair, No. M709A Server, No. 522

Left

Lounge Chair, No. 601 Sofa, No. 600
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HOW TO LIVE COMFORTABLY IN THE SOUTHWEST DESERT

CONTINUED FROM PAGE 160

about 15 years ago, trying to get comfortable. At first, they simply hung a wet mat in the window and let the breeze come through. Evaporation made the air cooler and moister—and the moistening was as welcome as the cooling. Then, they put in an electric fan to blow the air through the mat. And an electric pump to keep the matting wet. Finally, they moved the whole device up on the roof. And made it blow air into the house through ducts.

You can see the same thing could not work in a moist hot climate. It depends entirely on dry air. But now, something strange has happened to the desert-cooler. It seems to have lost some of its cooling power. When they first came in, people could run them easily. Since then, they have been steadily stepped up in size and power, and people have run them harder and harder. They now complain of the noise. Some can't keep with the thing running. What's wrong?

Local opinion is that the air is moister nowadays because of all the new irrigation and all the new reservoirs. Not so, says the weather bureau. Arizona air is as dry as ever was, except right locally in the midst of irrigated fields, even close to the vegetation.

Don't blame the air, blame the wall

The real reason is something you must understand, if you want to build a house in Arizona. Desert coolers have to run harder because houses are built hotter. With present construction methods, the walls and ceilings and floors get hotter, on a hot sunny day, than old-fashioned houses did. And here is

what so many people don't understand. When you are surrounded by warm walls, ceilings, and floors, you have got, in effect, a radiant-heating set-up. You will feel hot, however cool the air in the house may be. Here is a good rule that goes not only in Arizona, but anywhere. *How warm or how cold you feel in a room depends just about half on air temperature, shown on your thermometer, and half on the temperature of wall, ceiling, and floor, which is not shown on your thermometer.* That's why a room seems sometimes chilly, sometimes hot, even though the thermometer reads the same. A very small change in wall temperature has a terrific effect! So, mark that down as one of the most important angles of Arizona building. You must keep your walls and your ceiling from getting warm!

So there's your Arizona day: clear, sunny, dry. The Arizona year is, for the most part, simply a succession of such days. But there are some exceptions. Each winter there are a few three-day periods when cold comes to Arizona the old-fashioned way—the same way it comes to St. Louis or New York as an invasion of cold air from the north, preceded by rain squalls and, in the mountains, snow.

The rainy season is hot

Then there is July and August. Around that time each year, a tongue of moist, tropical air from the Gulf of Mexico licks across the Mexican highlands into Arizona. On some days each year, it reaches over as far as Palm Springs, California. Some years, that air appears high over Los Angeles. It brings many thunder-

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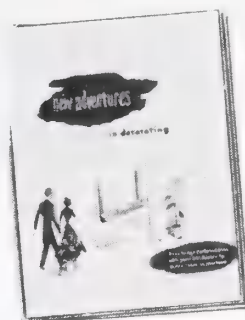
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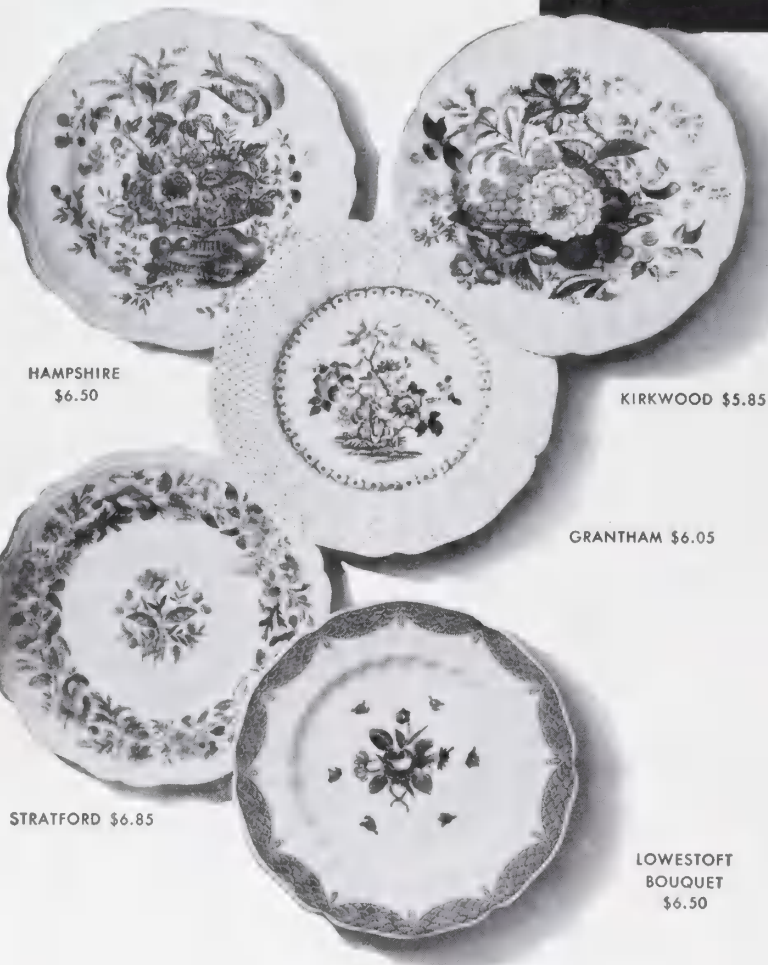
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HOW TO LIVE COMFORTABLY IN THE SOUTHWEST DESERT

CONTINUED FROM PRECEDING PAGE

storms. This is the rainy season of Arizona. This air is much less dry. The desert-cooler doesn't work nearly so well. The nights are not so cool. The heat problem then becomes more similar to that of the East. After a thunder-shower, you sometimes get a few hours of really muggy air—the kind that makes paper limp and people even limper. During those hours, the desert-cooler doesn't cool at all, and life is tough. You must do something about that. But let's postpone it. Let's worry first about making your house fit the *standard* Arizona climate.

Arizona had a formula once for a comfortable house. It had come into Arizona from Mexico; into Mexico from Spain; into Spain from Arabia. So, in Arizona, it got right back into its element. What works in Bagdad and Damascus will also work in Phoenix and Tucson. You are not likely to build such a house today; but the logic of that house, its working as a "machine for living," was right. There were 2,000 years of development work on it. Most of the ideas can also be used in a modern house. So, you ought to understand the old house.

Made of mud

It was built of adobe—sun-baked mud—with walls a couple of feet thick. The sun could shine on such a wall all day long, and the stuff simply swallowed up the heat and stored it within itself, and became only slightly warm, not hot. There was such a mass of it, that one day's sun heat simply could not heat it up. And at night, the cold night sky and the cool desert air would suck most of the heat right out again. So it was like a cave in the ground. It evened out the heat of the desert day and the cold of the desert night.

It had high ceilings. The people closed off the house soon after sunrise and kept it closed until evening. This kept out both the sunshine and the sun-heated air. But the house would have become stuffy without those high ceilings.

Double roof

It had a double roof. Above the room's ceiling, was a sort of attic, perhaps three feet high, ventilated by air holes. Above that was the real roof. The real roof got very hot in the sun, of course. (You can't use mud two feet thick in

a roof—too heavy.) The hot top roof would have radiated heat right down on the people. But the space and the second, lower roof between them stopped most of the heat and so shielded the room.

It had small windows. With those thick walls, the windows therefore was not a hole in a flat surface, as ours are, but more of a tunnel. A "deep reveal," you architect would call it. This gave them much protection against unwanted sun. For example, the afternoon sun could not shine into the south window from the southwest (See the deep-reveal window on page 153.)

A court improves the climate

It was built around a court. And that's an idea you want to study especially. A court is a marvelous device in the desert for keeping warm in winter, cool in summer. In winter, during the daytime, it keeps out the wind and lets you have the sun. But there is more to it. In desert country, with clear nights, an enclosed court is always cooler than non-enclosed ground. Here is what happens: Even before sunset, the walls give it shade and the ground in the court begins to radiate heat up into the sky while other pieces of ground are still getting sun heat. After sunset, the walls shield off the heat radiation from the still-warm landscape and buildings all around. At the same time, the walls leave your court free to radiate its own heat up into the night sky. Soon, a pool of cool air forms in the court. Cool air is heavy and the walls hold it in much as if it were water. You open your windows, and the cool air flows into your house.

Not all architects appreciate the mechanism. But orange growers do. In attempting to keep the groves warm, they have learned to avoid anything that might form a wall around an orange grove. Even an oleander hedge can make the difference between frost and no frost.

A fountain cools the air

The courtyard had a fountain in it. And that is another idea to think about, because this is the way to make a court cool you even in the daytime. A fountain is a simple and prettier form of desert-cooler. The rapid evaporation of the spraying water cools both the air and the water. But you need a court or sunken terrace to hold the cool air

Times have changed

That was the Arab-Spanish formula. You can't just copy it, because times have changed. Adobe was the best building material when labor was cheap and transport was expensive. You dug it up right next to your house. Today adobe construction has become quite expensive. Besides, Arizona has a termite problem and, believe it or not, they get into the straw that's mixed with the mud in adobe brick. High ceilings are no longer necessary. They may even cause extra work for your desert-cooler, and cost extra money. In Arizona building, too, the cubic foot is king! The small windows would displease us now—and so it goes. We've got to figure out the Arizona house anew.

Picking your spot

It starts with picking your lot. If you build well up on the slope, say 100 to 500 feet above the valley floor, you get warmer air at night, cooler air in the afternoons, and always cleaner air, because the dust kicked up by city life stays down low.

A south slope is warmer in winter and *not* any hotter in summer than a north slope.

An east slope is cooler on the hot evenings, warmer on the cool morn-

ings than a west slope.

A mountain west of you can cut off an hour or two of hot summer evening sun—the bane of your Arizona existence.

A view to the west is a dubious possession. It makes you put in a large west window, and that lets in the hot evening sun. You'll wish you hadn't!

The ideal location for your Arizona house therefore would be: well up on a slope that faces southeast, with an east, south, or north view, and a mountain on your west.

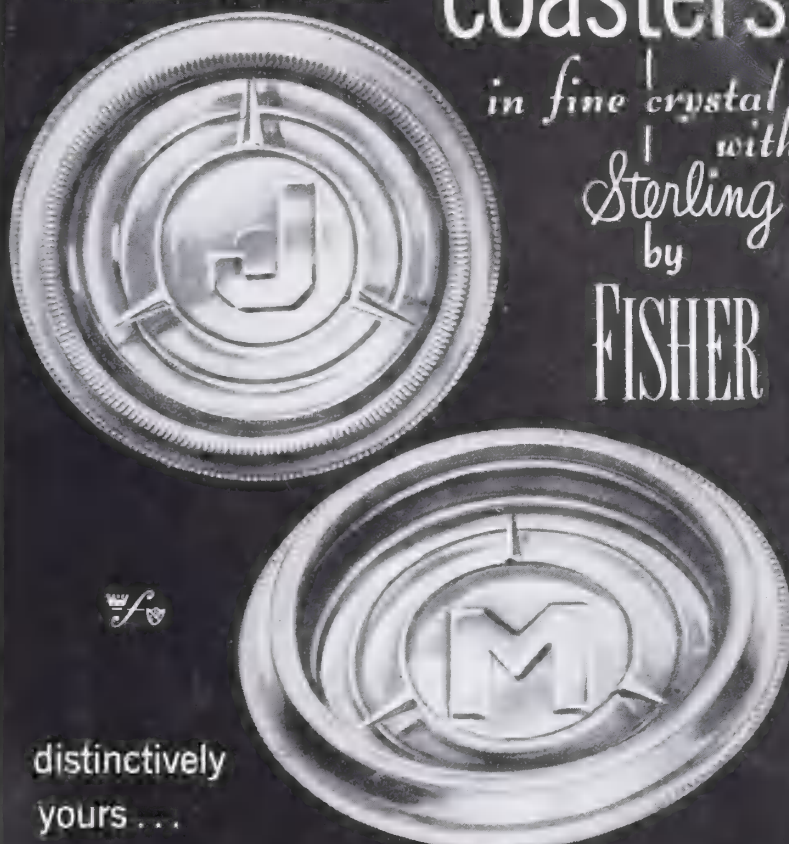
Open vs. closed

Next, comes a decision: How far do you want to open your house to the sun, the breeze, the view? If you move to Arizona from a less sunny region, you want, at first, to go all-out for sun. The Arizona weather is wonderfully exhilarating, with its strong sun heat, its puffy cooling winds, its fresh nights, with its hundred-mile views and its strong light. It is almost like dance music. But, as with dance music, you can sometimes get enough. After a while in the open, it's soothing to walk into a subdued light and feel your eyes relax: to sit down in calm, quiet air, to feel around you, cave-like, the

(Continued on next page)

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HOW TO LIVE COMFORTABLY IN THE SOUTHWEST DESERT

CONTINUED FROM PRECEDING PAGE

enclosure of your walls. So, your taste will probably change a notch or two toward closing in. After all, where you get all the sun you want, even sunshine loses that special value it has elsewhere!

This does not mean you want a dungeon. But you should carefully consider the courtyard, with its high climate-control value as an air cooler, and don't forget that fountain! It is amusing to see Arizonians come back to the court idea by experience. More than one house with big glass walls looks out on little more than an eight-foot fence—put in afterwards, to shield off evening sun, ground-reflected heat, too-glaring light. Which, come right down to it, is precisely what the old-time courtyard did!

It's a townhouse willy-nilly

A house plan that faces inward, on your own property, rather than outward, fits the Arizona climate also in another way. This is a bit roundabout. Because of the climate, most of Arizona is desert. Because it is desert, you can't build on it very easily. The real desert house has serious problems of water supply, roads, phone, power, school buses. Servants won't stay; tradesmen won't deliver. Real desert living, therefore, would be quite different from *country* living in, say, New England or the South, where you are surrounded by rural civilization. This is what makes Arizona so highly *urban*. You build where civilized facilities exist, and that crowds you close to other people. And these urban communities, these desert subdivisions are growing fast. Today's striking view of the cactus forest (for that's what that desert really is) may tomorrow be dusty—as roads are scraped, and

as people, dogs, cars break the "desert pavement." It may be spoiled by ugly power lines. So don't trust your near view. Better to look into your own court and see, above the court walls, the magnificent, purple, unspoilable mountains.

Sun control

Next, as your Arizona house takes shape in your mind, think about sun control: How to get the sun and shade where and when you want them. In winter, without sun, Arizona is a chilly place. In summer, without shade, it is unbearably hot.

West

Start in the afternoon. The western sun is bad in summer. The answer is beautifully simple: Have no west windows at all. Yes, turn a blank wall toward the west. Don't have bedrooms on the west side, least of all, children's bedrooms. They would be hot in the evening. Put a carport, garage, tool shed, on the west side, to take the brunt of the sun. Your west wall might extend rib-like, as shown on page 154, to shield the south and north fronts of your house against the slanting evening sun.

South

Your south side is next in importance. You need, of course, an overhanging roof to shield off the high summer sun, let in the low winter sun. You need that any place, from Maine to California. But in the Arizona desert country, you need it bad! You need a big one. You want shade on your windows for more months of the year, and for more hours of the day than elsewhere. We've shown you ways of doing this on pages 152 and 153.



WHITNEY PLANNED SETTING

The Marblehead room shown is truly Colonial.

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Wallpaper: Strahan's

"Wentworth" pattern No. 8014.

Woodwork: Painted white

Note: Ask your local decorator or painter for an estimate on papering and painting your room.

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This big overhang is expensive. Every foot your roof juts out costs a lot extra for extra strength. So, you might rest your big overhang on posts. This gives you a big roofed-over porch. You're paying for it, so you'd better use it. You might make it the main corridor of the house, and save the cubic-footage of a corridor elsewhere. You have now re-invented the original ranch house! It's a house-form that developed here in the sunny Southwest.

Here is a trick by which you can do with a smaller overhang and still have sun control: Make your south windows strip-windows. Make them broad rather than tall; set them high up. (See page 152.) That way, the overhang shades your windows more completely more of the time. The same square-footage of a south-facing window, arranged in tall shapes, is much hotter than if arranged in a broad shape. The low part of a south window gets sun more parts of the year and of the day than the high part does. The low part is therefore the hot part.

Hot winter sun!

In Arizona you have a special problem: Winter sunshine that you sometimes want to shield off. The sun is low from October to March, especially low in the afternoons when it is hottest. In most other parts of the country, you'd always welcome that low southern or southwestern sun. The house on pages 156-159 shows you how to cope with it.

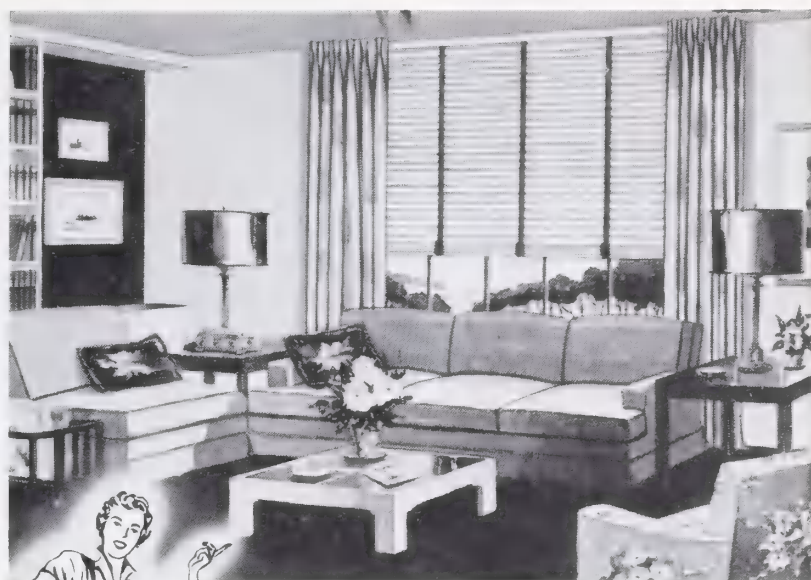
North

North windows get morning and evening sun in summer—and in Arizona, that's blazing hot. Against this low sun, an overhang does no good. To get the most north window with the least heat, make your north windows tall and narrow. Protect each window by a vertical shade-rib of some sort or by a break in the wall-line. (See page 154.)

East

East windows? During four months of the year, you want morning sunshine, because the mornings are quite cold. During perhaps four

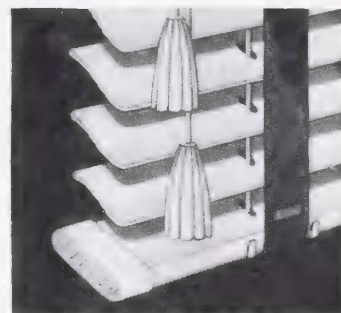
(Continued on next page)



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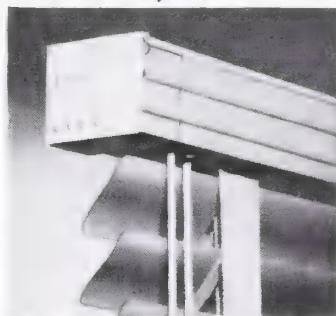
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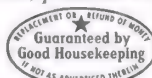


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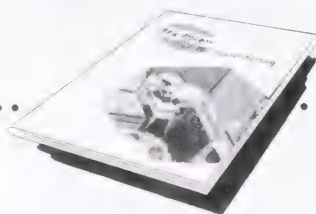
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HOW TO LIVE COMFORTABLY IN THE SOUTHWEST DESERT

CONTINUED FROM PRECEDING PAGE

months you don't mind it. During the four hottest months you don't want it. What to do? A tree is the best answer. It grows and sheds leaves at just about the right times to give shade and sun when you want them. But trees don't grow overnight. Meanwhile, you need sun-shades for summer. Remember, they must be outside the window to keep out the heat—inside ones cut out mostly light.

Now we have gone once around the house discussing windows. Let's go around again and discuss *walls*. Remember—sun-heated walls make you hot, cold walls make you cold. You want sun on your walls in winter, shade in summer. So, on the south side, let's make the overhang even bigger. On the north side, you want those vertical shade ribs even if you don't have large windows. On the west side, even though you have no windows at all, plant shade trees, perhaps an oleander hedge, close to the wall.

How to keep walls cool

In other climates, a wall is judged mostly by its insulation value: How much heat does it hold in? In Arizona, where the temperatures go up and down every day like a roller coaster, another question becomes also important: How quickly does your wall get hot? How hot does it get? How does it hold its heat? The technical side of this is quite complex. Main thing—a material's capacity to *store* heat is separate and distinct from its ability to *stop* heat from passing through. At any rate, in a house of usual construction, all the materials get warm in the course of an Arizona summer day—even the insulation itself gets warm! This stored-up heat then stays in the material. The material radiates heat at you till midnight, and you can't sleep. This is the typical Arizona discomfort. If you hear people complain, that's what they complain of—not daytime heat, but heat stored in the house after sunset.

Heavy masonry

You know what the old Arab-Spanish architects did about this: thick adobe walls. A day's sunshine was not enough to heat that mass, and the night's cooling would draw most of the day's sun heat right out again—before the inside of the house could feel it. The same idea, done in masonry or concrete, is probably still best for Arizona—

especially for your west wall. But it must be a heavy, thick wall. Insulation won't do this particular trick—only *mass* will do it, thickness of stone wall. It's good, but it's expensive.

Light construction—no heat pockets

Modern Arizona architects therefore stand to the other extreme—and they are right. You have to go to one extreme or the other. They try to keep down the weight of the mass, and the heat-storage capacity of their walls. A house built that way will keep step with the daily weather cycle. The wall will be warmest during the warm time of day (but, if properly insulated, they won't be so warm that you get annoyed by a strong radiant heat). They will cool off as the day cools off. They will not spoil your sleep with stored-up heat. The thing to be careful about is a middling sort of average construction that makes the indoor weather limp six hours behind the outside weather. Don't fall between two chairs.

In all this, what happens to your idea of living outdoors more? Somehow, the Arizona house seems to close itself up, no matter what you try. The climate tends to close it as to *looks*. And, when your desert-cooler is running, you have to keep it actually closed, to keep the cool air in. The old-style house, seen from the street, often looks almost like a concrete bunker, strikingly like the Santa Fé or Taos variety. Just any average house (and that's of course the majority in Arizona, too) is always heavily draped, shielded by awnings, and often hides its porch behind makeshift sun-shields. Modern houses, for all their big windows, still somehow close themselves in. In some of the best, the big windows barely look out over the tall surrounding wall, so that the house strikingly resembles a heavily veiled Arab woman peering over her veil. Somehow the transition from indoors to outdoors is a defended boundary. And yet, you want the opposite—some blending of indoors and outdoors.

A porch

A regular porch is not the best answer. It is too sunny or too cool too much of the time. If you have one, it should face east or south. Probably it should be cut out of the southeast corner of the house.

(See page 153.) A west porch is just about uninhabitable around the time of day and year you want to use it.

BUT Arizona has three special kinds of indoor-outdoor shelter that may serve better. They are the kind ingenious people rig up for themselves, often as afterthoughts. Such building features always deserve your attention, because they aren't there just by dead tradition. They are there because they meet a need.

One is called the ramada—Spanish for "a thing of twigs." (See page 160.) It is simply a light roof, supported by posts. It's thatched with palm leaves or, of late, with wartime camouflage netting. It stands away from the house. It is a standard feature on ranches and farms. The cattle gather under them when the sun gets too hot or the sky too cold. It is comfortable to sit under, or for children to play under; or for guests to park their cars under and keep them cool. And it looks okay, even with the camouflage stuff! A ramada *should* blend inconspicuously into the landscape. You look right through it. Don't try to make it formal. It should be almost flimsy, both for the right looks and so it

won't hold heat or block breezes.

Another special porch is the lath house. Walls and roof are open lattice work, giving you half shade, half sun. Nurseries use this to ease up on the fierce sunshine for tender plants, yet give them light. It's good for you, too. It has less glare than a regular porch because you don't have full shade or full light anywhere. This is perhaps the best version, in Arizona, for an indoor-outdoor room built right onto the house.

The third kind of special porch is the sleeping hut. You don't see many of them, but enough to suggest it's a good idea. It is your best answer to the humid-heat spells of July and August. You can't adjust the whole design of your house for those spells. They don't last long enough. And anyway, almost no kind of house could be comfortable in such weather except the native hut of the tropics. Well, the sleeping hut is just that—flimsy, so it won't hold heat, very airy, with walls of matting and insect screen just enough for privacy. People put them on top of their real house, or sometimes beside it—some distance away so the heat radiation of the main house won't reach it. You can see what one looks like on page 160.

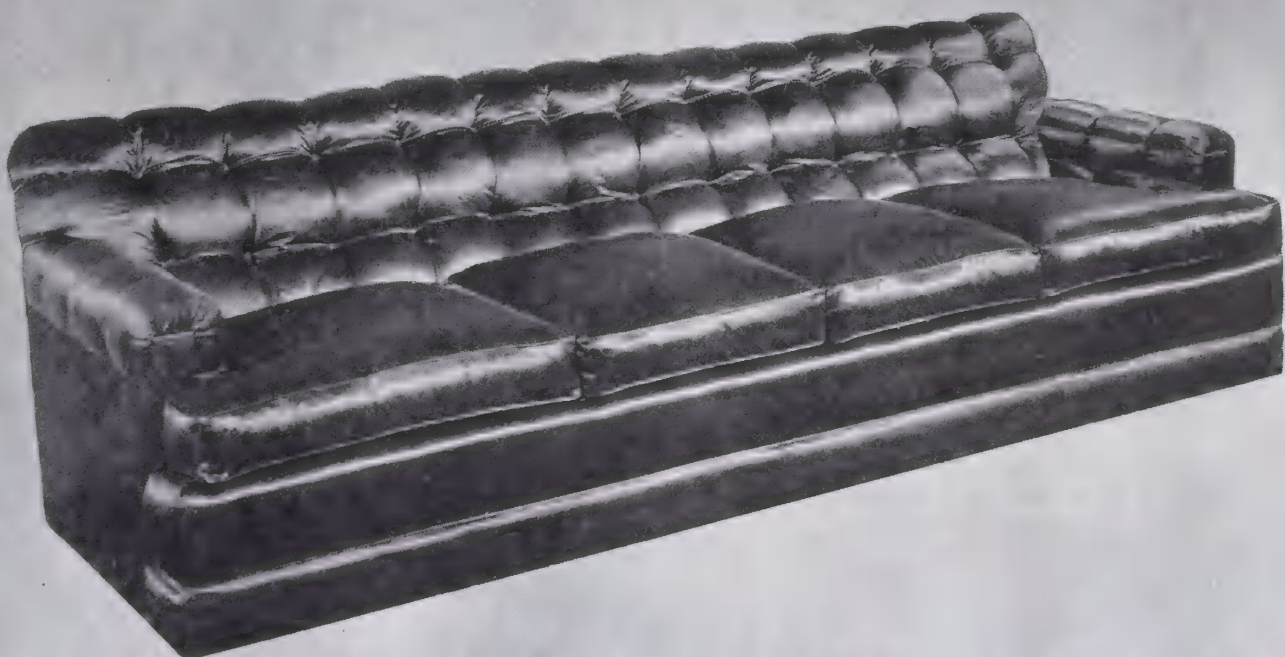
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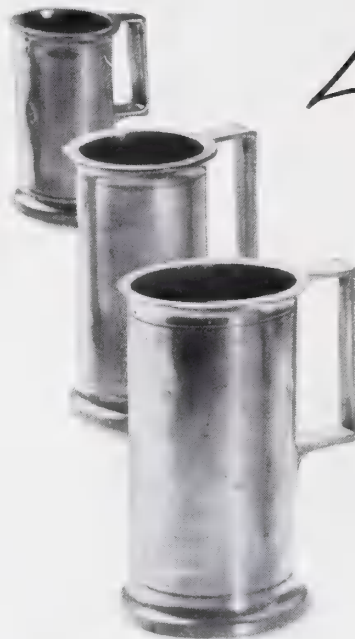


AMERICA HOUSE



Little things

by
Mrs. Anson Howe Smith



MORRISON GLA



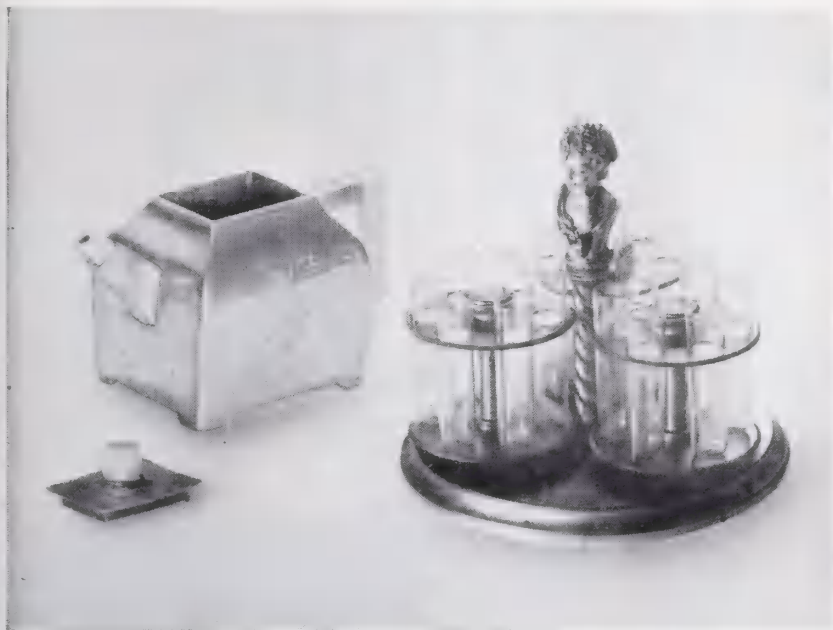
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VIAL CONTAINER, LYMAN HUSZAGH

that count

The vigorous and dynamic director of the art school I attended many years ago had two favorite maxims. They were repeated so often that no one could fail to remember them, but only one had any particular meaning for me at the time.

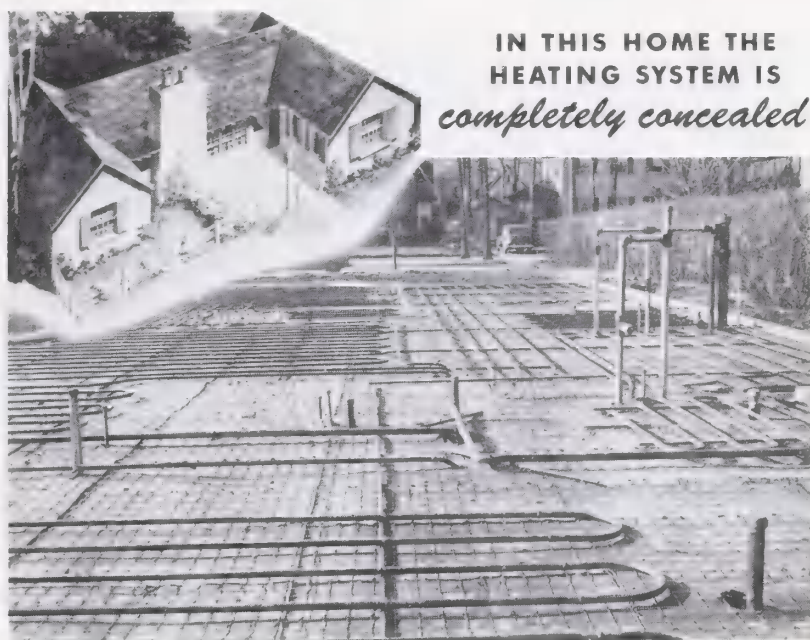
This was the reminder that Isabella d'Este paid \$500 for an inkstand.

What a vivid and dramatic way of teaching that mere size was no criterion of intrinsic value and that beauty of design was as necessary for an inkstand, or a container for flowers, as for any important piece of furniture! It was a good (Continued on page 215)

AMERICA HOUSE



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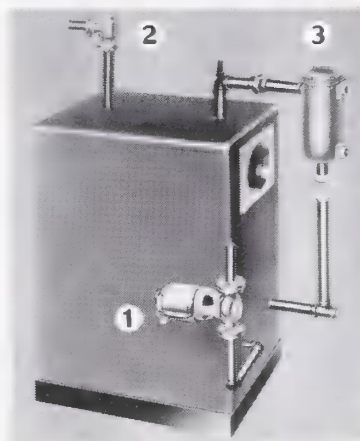
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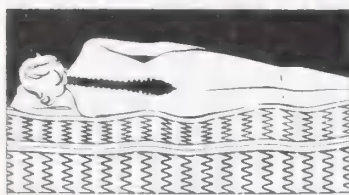
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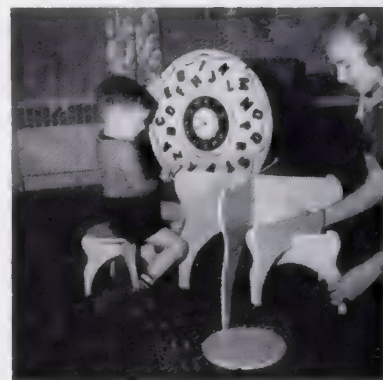
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by Julie Polshek

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(Continued on page 220)

LITTLE THINGS THAT COUNT

CONTINUED FROM PAGE 213

lesson and I am glad that I learned it from life.

The other maxim made less impression upon me, unfortunately. It was the well-known design precept that "the smallest unit sets the scale." I heard it enough, Heaven knows. We all heard it so often that we made a sort of derisive chant of it when criticizing one another's work. But I have no recollection of knowing or caring what it really meant.

A few years later, when I was judging my first flower show and trying to explain to someone what was wrong with a flower arrangement, the familiar words came back to me with sudden meaning. For the old rule, or rather the failure to observe it, was perfectly demonstrated in the arrangement under consideration.

By far the most interesting part of this arrangement was a bit of charming detail, utterly isolated and divorced from the much larger forms with which it was associated. To take that bit of detail out would have been unthinkable. It was the best thing there. But if it stayed in, it was imperative to give

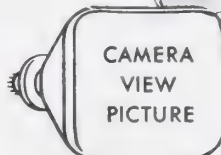
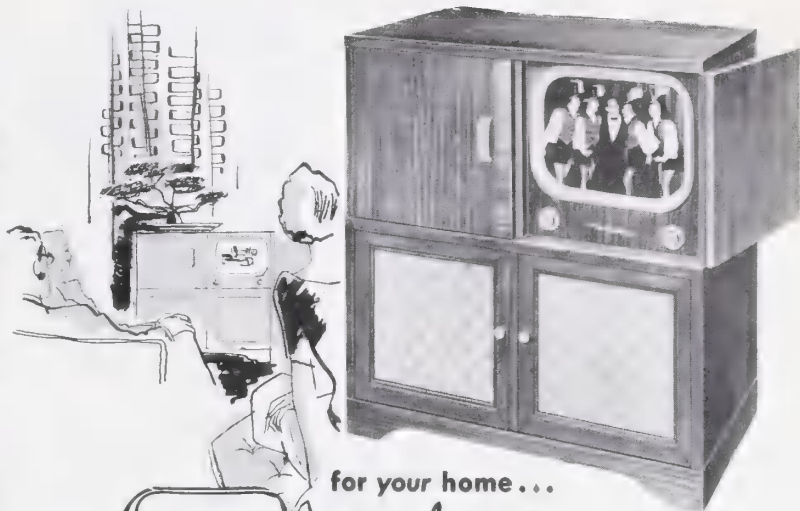
it some intermediate link in the way of middle-size forms to bring it into proper relationship with the rest of the composition. Thus the smallest unit literally "set the scale."

This incident simply goes to show that one can be exposed to Art for quite a long time before it appears to "take." It is only when one begins to *use* design, and to do one's own thinking about it, that old teachings which one has stored away, only partially understood, come forth from the subconscious to aid in the solution of a problem of decoration.

As for Isabel d'Este's inkstand, I often think of it in connection with the small vases we use for flower arrangement, particularly in winter. For the smaller they are the more necessary it is for them to have distinction.

It is all to the good, of course, if we can have quality in our large vases, too, for our summer garden flowers: vases handsome and ample, perhaps of bronze or alabaster, or Chinese porcelain, or, for more informal settings wonderful big

(Continued on page 217)



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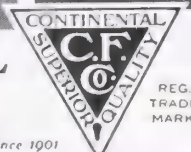
A booklet of Continental solid mahogany bedroom pieces is available for 15 cents.



The **CONTINENTAL**
FURNITURE COMPANY

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Designers and Makers of Fine Furniture Since 1901



The "Montpelier"

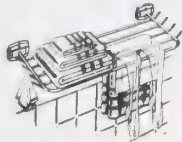


SOLID
MAHOGANY

HERE'S HOW TO RE-DO YOUR

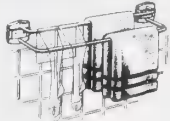
bathroom in Sparkling Beauty

—AND ECONOMICALLY



**Towel Shelf and
Drying Rack, about \$1.50**

5 towel bars—8 feet of drying space—8 utility hooks—all in one handy fixture! Holds loads of things in bathroom, kitchen, closet, nursery!



**Twin Towel Bar,
about \$1.25**

Your "show towels" will show up beautifully on this smart two-in-one towel bar. Serves a host of other needs all around the house.

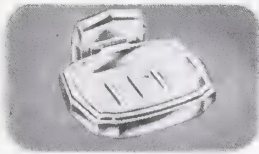


**Twin Corner Towel Bar,
about \$1.50**

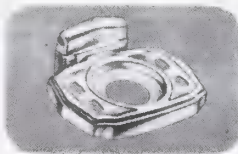
Cleverly designed to make smart use of those idle corners! Holds your towels in decorative array. Also ideal for overnight laundering.



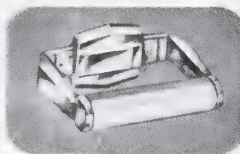
TOWEL BAR
two sizes: 18 and 24 inches about \$1.00, \$1.25



WALL SOAP DISH
about \$1.00



**TUMBLER AND TOOTHBRUSH
HOLDER about \$1.00**



TOILET TISSUE HOLDER
about \$1.00

YOU'LL love these newest of bathroom accessories for their sleek beauty—elegant fluted bars—brilliant chrome finish! So easy to keep sparkling clean! The unique, many-purpose fixtures offer more convenience than you ever imagined. And they're spec-

tacular values! Choose your own assortment and just see how "Fairfield" accessories transform your bathrooms, kitchen, closets. For that smart, new, up-to-the-minute look—for that luxurious, enduring chrome, be sure to ask for "Fairfield" by Autoyre.



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Send us a postcard today for "51 Ways to Make Small Space Useful and Attractive." Filled with sparkling ideas to help brighten your home—lighten your housekeeping!




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Work-savers for gardeners


PHOTOGRAPHS BY GOTTSCHO-SCHLEISNER



The right sprayer for the job. Burgess electric sprays for either household insect killers (Black Flag, etc.) or paint. Bradson gun operates via water pressure of your garden hose. Use it for Triogen or any other garden pest killer you mix with water.



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**LITTLE THINGS
THAT COUNT**

CONTINUED FROM PAGE 215

copper jugs and bowls, old pewter tankards or fine modern pottery. Containers of this sort combine distinguished shape and fine craftsmanship with the quiet colors and subtle textures most becoming to our garden flowers.

I agree with Clare Potter that "nothing is too good for flowers." If I had such vases I would certainly use them and enjoy them. But the best in large flower vases comes high.

Not having them I would not worry too much. After all, when there are plenty of flowers, you can concentrate on the beauty of the flowers themselves and the container can be of secondary importance. Sometimes all that is required is that it be unobtrusive and hold the necessary water. I once painted a pair of large rectangular automobile-oil tins a dull bronze color and filled them with auratum lilies, delphinium, and other garden aristocrats. No incongruity was apparent, even in a quite formal setting. The flowers carried the day.

So, for large vases I just search for good simple shapes in agreeable textures and neutral color, and pay just as little for them as possible. A good junk shop is my happiest hunting ground.

This leaves me the better part of my flower vase budget for my little vases, upon which I squander much more thought and money, proportionately. I want them to be choice and the best of their kind that I can possibly afford. Also I need a lot of them because I like to change them according to my mood and the flowers in hand, and, like costume jewelry, they have to be right.

FOR one thing the little vases are likely to be placed at eye level, on the desk, coffee table, end table, or mantelpiece, where they come in for much more closer scrutiny. What you put in them may not be very spectacular—perhaps only a few of our earliest snowdrops, or fritillarias, some Christmas roses, or a sprig or two of winter honeysuckle. From the florist's there might be a bunch of violets, grape hyacinths or a few daffodils, a rose or two, some calendulas or eucharis lilies. These depend very much for effectiveness upon the setting in which we place them. The container must make a major contribution to the design of the

(Continued on next page)

Pick your type from these

Balsam-Wool Buyers

(or have you a triple personality?)



Sensitive Sally

—shudders at the first autumn breeze—gasps at the thought of hot weather—finds that Balsam-Wool Sealed Insulation plays an important part in providing the ideal indoor "climate" in any season—warm in winter, cool in summer.



Finicky Frederick

—wants an insulation that has everything. Chooses Balsam-Wool because it is windproof, moistureproofed, highly fire retardant, lifetime lasting. Notes with pleasure that a Balsam-Wool job cannot be skimmed.



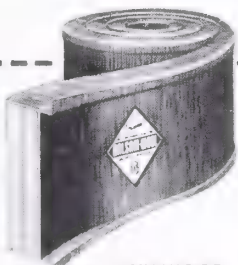
Purse-conscious Polly

—wants extra value for every dollar spent for insulation —chooses Balsam-Wool because it pays for itself in fuel savings . . . and gives a lifetime return on the original investment!

You

—may be all three of these folks rolled into one! Then you have plenty of company—for thousands and thousands of home owners name Balsam-Wool as the best insulation "buy" for full-measure protection and fuel savings!

Mail the coupon for Free Illustrated Balsam-Wool Booklet!



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The richly embossed wall plaque features a delightful "Welsh Woman" design. Its companion piece is "Jenny Jones" design. 12" diameter. At your favorite store these cost only 2.50 each.

The jardiniere, as handsome as it is completely practical, has embossed group scenes as an overall design. From its claw feet to top it is 8 1/4" high and is 7 3/4" in diameter at 5.80. In a larger size, 9 3/4" high, 10" diameter at 9.00.

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Peerage Brass has an exclusive, delicately antiqued finish, it is polished and then lacquered to prevent tarnish — it requires no cleaning. Look for the Peerage trademark.



LITTLE THINGS THAT COUNT

CONTINUED FROM PRECEDING PAGE

arrangement. It has to be good.

Sometimes the flowers may be merely an incidental gesture, placed with strategy to call attention to the charm of some treasured decorative object. Or, lacking any flowers at all, we may depend upon a strong pattern or rich color in a container to set off simple greenery, such as a thick cluster of galax leaves or ivy, Wandering Jew, or a rosette of echeveria.

To be a collector of little vases you do not have to spend a fortune or put rows of things in a glass case. But you can have things for everyday use that have artistic significance. What you pay for them is not always proportionate to their beauty. I have a little old white pudding mold for which I paid 35 cents, but it gives me much pleasure as its shape and texture are subtle and it lends itself beautifully to pansies and other old-fashioned flowers. On the other hand the Persian-blue bottle was a piece of reckless extravagance, but one that I never regretted.

What makes for quality in a flower container? The same things that make a good flower arrangement—proportion and balance, an interesting silhouette, good texture and color, fitness to purpose and some quality in sympathy with the room in which it is to be used. If it is a true collector's piece, it will have added distinction in its fine craftsmanship and in the understanding use of the chosen material.

When I say fitness to purpose I mean fitness to *your* purpose. Never mind what the thing was originally intended for. I've seen charming flower arrangements in all sorts of decorative objects: an old inkwell, a gravy boat, finger bowls, sugar bowls, vinegar cruets, earthenware casseroles, French faience shells, or whatever. I once saw some tiny orange marigolds in a Bennington pottery soap dish, and I've never forgotten it.

But remember that the smallest unit sets the scale. If your little container is *too* small, and has nothing to relate it to the heavy objects, it loses significance.

Your collection does not have to be of antiques. A discriminating eye will know how to sift good, modern design from the pseudo modern with which the market abounds. After all, it is an exciting adventure to make a collection of heirlooms now for future cherishing.

Some of the best modern vases are signed pieces and are relatively expensive. Buy them if you can by all means. But often utilitarian objects that are inexpensive yet basically well designed make acceptable small containers for flowers. Whether you use one of the small subtle shapes of Natzler pottery or a thick square glass ash tray from the ten-cent store depends upon your budget. Either makes an effective background for a few flowers, truly indicative of the thought and character of its time.

Accessories of fine design and unique character can also make a contribution to small arrangements. But beware of dancing pottery ladies, and cheap figurines. Even the expensive ones are sometimes a little trashy. It takes a trained eye to distinguish the good from the banal and the safest rule I know in regard to accessories is "when in doubt leave them out." But if you have a fine piece of carving or a really good porcelain group, it is possible to make it the basis of an interesting arrangement.

In a flower show recently I used a fascinating piece of Victorian black walnut carving, representing a barnyard scene. (Shades of Isabella d'Este's inkstand, this was originally an inkwell too!)

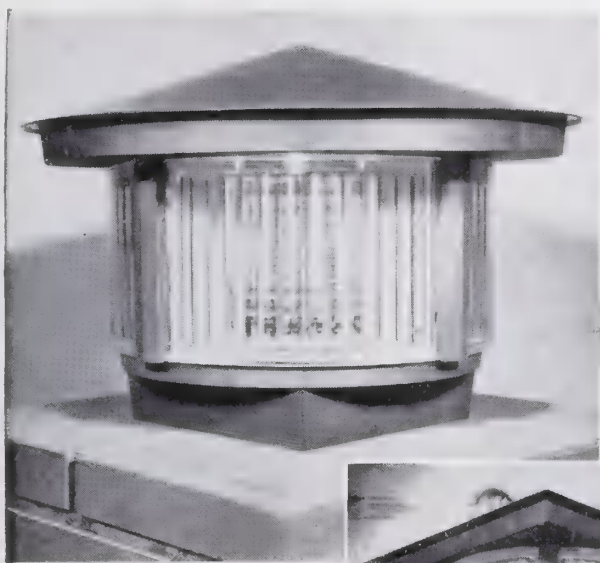
The whole carving, a really masterful piece of work, was quite large but in the flower-show shadow box it made a foreground accessory for a much larger urn filled with brilliant garden flowers. In the dark, carved walnut "baskets" I grouped a few miniature tomatoes, some sempervivums, and some lowly farm weeds such as chickweed and purslane.

When I returned the carving to the owner, a well-known artist, I filled the baskets again with the tiny decorative tomatoes. This use of her old inkwell so delighted her that she immediately painted its portrait, arrangement and all—my first arrangement to be preserved on canvas!

On some similar impulse, one of the old Dutch flower painters, or perhaps Chardin or Cezanne, may have put more important work aside to paint a dish or a basket of fruit or flowers brought in by some neighbor in an equally casual way, thus leaving us a delightful legacy.

"Little things" can have far-reaching, beautiful consequences.

Work-saver for gardeners



Need a good outdoor lamp—attractive and built to do a real lighting job? Then get one like this "De-lite" lamp. It can be ordered in full round or half round.

PHOTOGRAPHS BY EDDIE HOFF

For the Perfect Buffet



HOSTESS SERVER

of Exquisite Beauty and Charm

Let the gleaming beauty of this gorgeous new Footed Hostess Server* add both distinction and completeness to your next buffet luncheon, supper, bridge or cocktail party—an elegant expression of gracious living . . . Of brilliant hand-wrought crystal, its clear, dignified lines symbolize the ultimate in unhurried craftsmanship, meticulous design. Its 8" height, 13" width, 160-oz. capacity and 8-oz. center sauce or dressing well insure ample proportions for a generous guest-list. Perfect for shrimp, canapes, hors d'oeuvres, salads, cheeses. Yet the surprisingly moderate price will intrigue you!

*Design Patent applied for

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Dining Room Group*

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COUNSELOR
STREAMLINED
Scales



ATTACHMENT A, STUDY OF WOMEN
Guaranteed by
Good Housekeeping
NOT AN ADVERTISED PRODUCT

It's Worth Mentioning

CONTINUED FROM PAGE 214

Why didn't someone think of this easy bolster-making device before? The ingenious Pillow Tuck-In molds sleeping pillows into a firm, smooth bolster in the few seconds it takes to lay them in the white muslin wrap and button it. Removable wood dowel rods keep the pillows in a perfect round until you unbutton the wrap. It's easy to wash as a hankie. For single or double beds, \$1.50, \$2. Henri & Co., 6951 Oglesby, Chicago, Ill.



Gone are the days when it took as long to clean and sand enameled furniture and walls as it did to re-ename them. With Liquid Sandpaper one light wiping disposes of all preliminaries. In one fell swoop, it dissolves wax, grease, and dirt, and turns the old finish into a highly cohesive, ready-to-paint undercoat. It also brings up the color and grain of hardwood flooring, leaving it satin-smooth. \$3 gal., Hochschild-Kohn & Co., Baltimore.

This Nu-Way lamb's wool painter merits the acclaim it is receiving from professionals and amateurs alike. The light, perfectly balanced painter takes both ceilings and walls in its able, rapid stride. It starts painting instantly after a dip into the tray's paint vat and a roll over the washboard front to strip off the excess. 7" or 9" painter with clip-on tray, \$3.47, \$4.54; 3" painter only, \$1.40. Rayl's, 1149 Griswold, Detroit, Mich.



(Continued on page 225)



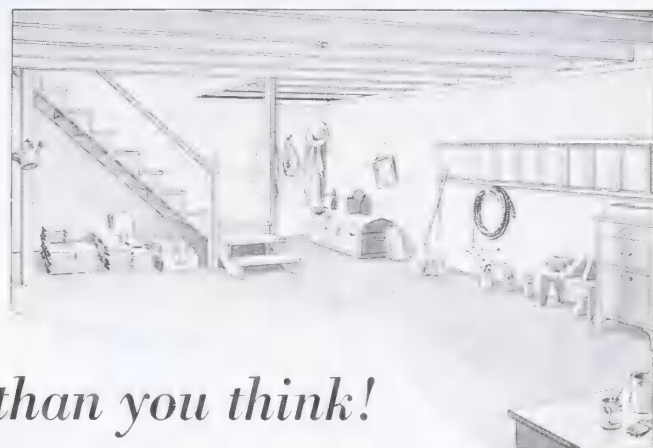
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It's almost a miracle . . . the transformation of shabby old "waste space" into a high spirited playroom like this. And so durable and easy to keep clean! The Micarta® Plastic Laminate top on the snack bar never stains or mars in ordinary use. And the plastic Kalistron® upholstery on the bench combines handsome appearance with remarkable resistance to wear.



This "Best Cellar" . . . costs less than you think!

Craftsman Grade Weldwood Plywood saves you more than 30% on the material cost of beautiful wood-paneled walls.

Your basement can wear a party dress, too . . . at a cost so low it will surprise you. Craftsman Grade Weldwood brings you genuine hardwood paneling at a saving that can mean the difference between having . . . or not having . . . a "gala room" like this. For you can buy these quality panels up to 1/3 less than has been possible for many years.

And make no mistake about it. These are quality panels, available in birch, oak, walnut and Korina . . . surpassed only by the superb Algoma Grade made in our Wisconsin mill.

Craftsman Grade Panels carry the Weldwood warranty. Properly installed, they're

guaranteed for the life of your home. And remember this all-important point: your first cost is your last; no periodic expense for painting and decorating.

Many home owners save even more money by doing the work themselves. The big Craftsman panels go in quickly and easily. The folding doors covering the shelves and television nook in the room above are surprisingly simple to install. And the Weldtex® ceiling squares go up in a jiffy. They also enable you to use the recessed lighting . . . strikingly beautiful, yet simple and inexpensive to build.

All these structural details are described in the free folder offered in the coupon. Get the famous Easi-Build Patterns too . . . see how easy it is to build the snack bar at the left and the two all-purpose tables.

And . . . an FHA Home Improvement Loan gives you up to three years to finance your remodeling!

See how easy and inexpensive it can be to have a beautiful playroom? Don't lose any more time. Start now getting the figures together. Your local lumber dealer will be glad to help you estimate. The coupon below offers our help, too. Mail it today.

UNITED STATES PLYWOOD CORPORATION

Box 61, New York 8, N. Y.

Please send FREE folder describing room above. Also send items checked below for which I enclose remittance.

- ☐ "Beautiful Wood for Beautiful Homes" (10¢).
- ☐ Easi-Build Pattern #90, for the snack bar (25¢).
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grandest new decorating fabric in a decade!

Men love Dékor's silken-smooth texture... it "sits" more comfortably. For the first time, an extra-strong, firmer cotton with a special Everglaze*... to combine luxury with long wear!

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It's dust-resistant... wrinkle-resistant. You can brush off surface dust.

Pre-shrunk, vat dyed... launders magically.

Everyone loves Dékor—it tailors so beautifully! Choose fashion-rich colors... fashion-wise patterns for every room. You can afford

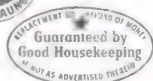
Dékor for slipcovers, draperies, bedspreads, and many other decorative uses.

Prints and coordinated solids. 50 inches wide, popular priced.

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KANDELL
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*A trademark signifying fabric finished and tested according to processes and standards controlled and prescribed by Joseph Bancroft & Sons Co.

WHAT TO BRING BACK FROM ITALY

CONTINUED FROM PAGE 133

link. You needn't fear that you will not be welcome. Italians are almost as hospitable as our own Westerners, with the difference that they are far more snooty, and that in spite of occupation, tourist influx, American movies and books, and the Marshall Plan, an American is still to them a visitor worthy of curiosity. No longer (fortunately) do Italians think that we are all rich (*Tobacco Road* played in Rome and *Death of a Salesman* will probably be playing when you get there), but they still think that we are peculiar and they want to know why. Besides, it is a chance for them to practice their English. In short, you will be welcome. You will probably be invited for dinner. Accept. Accept with the stipulation that you are to be served an Italian dinner, not an American one. Many Italians believe, and with some justice, that Americans like only American food. (I was once served canned pineapple, as a particular gesture of friendliness, for isn't it an American delicacy?) You haven't eaten Italian food until you have eaten it in the home. The restaurants are good, too—the so-called Italian cooking that we get in American-Italian restaurants is but shameful mockery—but the homes!

You are expected to tip the maid in the home as you leave. And no matter how little luggage you plan to take along, include in it a number of small gifts. What kind of gifts? Anything as long as it is nylon. Don't take silk, for Italy manufactures good silk. Take nylon stockings for the women, and for a man one of the new nylon shirts. Also American cosmetics, particularly lipsticks, creams, and nail

polish. While these are available in Italy, they cost twice as much there. American cigarettes are still desirable, though no longer worth their weight in smuggler's gold. Incidentally, it is good manners among Italians to refuse the cigarette you proffer. This means that you must offer it once more; the cigarette will be accepted on the second try.

Italians are not inordinately proud of their country, but they are enormously proud of the city in which they live. They stare at their own monuments. They explain their own churches to their children. I can still see before me the face of the gondolier who took us one evening at dusk through the small canals of Venice. When we shouted in our delight, he threw his head back and laughed, laughed with the pleasure that a man expresses when he tells his favorite joke. He said that he had been a sailor, that he had seen fourteen countries, that he had now come back to Venice, and he was *never* going to leave it, for there was nothing like Venice. Rome? Well, perhaps a good place to visit, but no place to live.

The people with whom you will become acquainted and to whom you will bring presents will make the best guides for you. They will gladly show you around. Personally, I detest professional guides (though I must admit that there are some good ones), and I would rather obtain a little misinformation mixed with a lot of enthusiasm than listen to an accurate droning of stiff facts.

If you are going to travel within Italy, take the bus. The Italian bus system is excellent, in some

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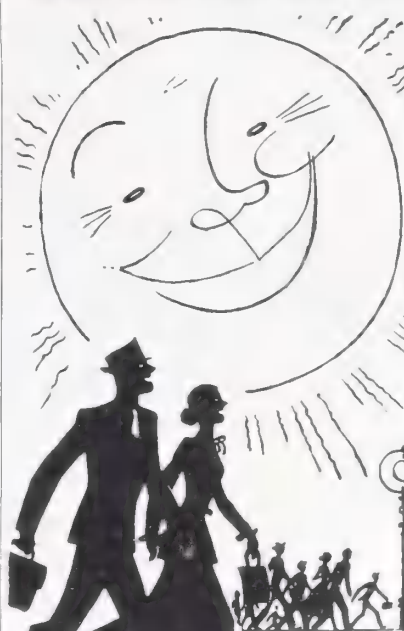


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- Larger, perfectly balanced machine—all weight centered directly over brushes.
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ADDRESS

WHAT TO BRING BACK FROM ITALY

CONTINUED FROM PRECEDING PAGE

ways superior to ours. Bus fares are *more* expensive than railroad fares, but as railroad fares are cheap, the additional 20 to 40 per cent doesn't amount to very much. I prefer the regular scheduled bus to traveling by private car or by automobiles hired for group excursions. One strikes up an acquaintance on the bus.

It is presumptuous to lay down any suggestion of how to cope with the other part of the problem in enjoyment; that is, which historic and artistic treasures to see and which to pass up. Mendelssohn's preferences, the Borghese Gallery, the Capitoline Hill, St. Peter's and the Vatican were then and are now conventional choices, and there is no point in being original. I am confining my remarks to Rome, since that city will undoubtedly be your goal in Holy Year. My own system of seeing Rome is this: I walk. Anywhere. I cannot get the feel of a city if I sit in a vehicle. I must walk, and only after I have taken enough walks and been in and out of enough streets do I go indoors and visit the museums.

My favorite walk in Rome begins in the Via Sistina. I stroll down the Spanish Steps—the most beautiful steps in the world—walk along the Via del Babuino, where the antique shops are, to the Piazza del Popolo, then walk up to the Pincio Gardens, cross them, then go as far as the Villa Borghese, finally to come to rest at some café in the Via Veneto. Another glorious walk, one almost entirely within the confines of the historic past, can begin at the Colosseum. It takes you through ancient Rome, the Roman Forum, up and down the Palatine Hill, and finally to the small, incomparable square which Michelangelo designed, the Campidoglio. Mark Twain said that the Creator made Italy from designs by Michelangelo.

You will of course visit the vast Vatican. Its picture gallery is relatively small and, therefore, relatively easy to see. The other collections are so huge that it takes hours just to march through them. Perhaps you think you will not want to do so, but by all means see a part of the Egyptian collection.

Rather than visit many churches, I prefer to go again and again to St. Peter's, once ascending to the dome, another time seeing the Ber-

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nini statues, and three or four times turning sharp right at the entrance to the small chapel where Michelangelo's *Pieta* is to be found. I have also a particular fondness for one small church, Santa Maria in Cosmedin, in which several disparate styles blend to form a fascinating interior.

It is these repeated visits to a few of Rome's wonders that will enable you to take home an impression sharply seen and strongly felt. Nothing, says Marcel Proust, is ever forgotten. But this can be remembered, which is a very different matter.

My favorite restaurants in Rome are, in order of preference, Fagiano, Passeto, La Cisterna, Il Capriccio, Alfredo (famous for noodles-*tagliatelli*), and Galleazzi, near the church Santa Maria in Trastevere. Also visit one of the restaurants on the surrounding hills, such as Belsito on Monte Mario, a popular eating and dancing place. It is difficult to find a poor restaurant in Rome. You must not fail to taste Roman ice cream. Try strawberry ice cream (really a sherbet) at Tre Scalini on the Piazza Navona.

The elegant shopping street, the Fifth Avenue of Rome, is the Via Condotti. The popular shops are located on the Via del Corso, the Piazza Colonna, and the Via Nazionale. Prices are fixed, except in the antique stores, where you are expected to bargain. Go to the outdoor opera at the Terme di Caracalla. The opera isn't very good, but the setting, the staging, the lighting are extraordinary.

To sum up, there are two prizes that you can bring home from Italy. The first is the enrichment which results from a contact with beauty and from the meeting with works of historic art. (How close to you, how real is history in Rome!) This prize is to be garnered if you see a few things well rather than a lot of things badly. The second profit is to be taken from the Italy of today, a fascinating and ebullient country. Try and see the Italy of today by entering the homes of Italians. Neither of these importations needs to be declared to the U. S. customs inspector.



IT'S WORTH MENTIONING

CONTINUED FROM PAGE 220



It's come at long last—*permanent* shelf liners that need no fastening and cushion the shelf, to boot! It's a dream-come-true for metal cabinets. Shelf-Kushions are ready-cut to fit standard kitchen cabinets, easily tailored to odd-sized ones. They last for years, keep their color and texture intact. Red, blue, green, yellow, marbled black. Set of 3, 11 $\frac{3}{4}$ " x 24", 30" or 36". \$2.75, \$3.35, \$3.75. Hammacher Schlemmer, New York, N. Y.

Equipped with this rubber Seeko nozzle, your vacuuming crevice tool really goes to town on bed-springs, Venetian blinds, stairway crevices, under low-slung furnishings. Seeko's vibrating tip persuasively dislodges every particle of dust. To worm into tight places, you button it into funnel shape; on flat surfaces, it opens into a wide bill. Fits all makes of tools. \$1.50, A. B. Mfg. Co., Manitowoc, Wisc.



(Continued on page 231)

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LUNCHEON FOR V.I.P.s

CONTINUED FROM PAGE 139

instead of through gritted teeth, as was my custom a few years back.

For it is my proud boast that I have learned how to kill the fatted calf for the most unexpected V.I.P. without any of the fluster, the hasty scurrying to market and salt-mine labor that used to turn any short-notice entertaining into a race between me and exhaustion.

"Why did you let yourself be trapped?" I used to ask myself furiously when it was too late to do anything but go through with it. "Why didn't you plan to take them to the club?"

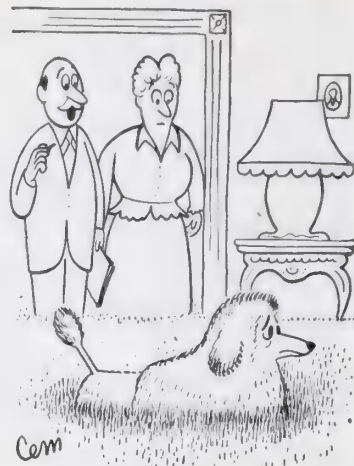
But even I could see that the club will never replace the home. My trouble was obvious. There was something very wrong with my system of doing things if I couldn't have guests on my own premises without driving myself to the thin verge of hysteria.

Mulling over this one day, I decided to analyze, as if I were a stranger, my way of entertaining. I looked through my menus. They were all rich line-ups of many courses, calling for prodigious preparations and equally prodigious quantities of tableware and elaborate service. I looked at my china—Dresden and fragiley beautiful, elaborate; my linen—lacy, white, formal, elaborate, tedious to launder and always calling for a last-minute touching up with a hot iron if it were to look right. I thought of my flower arrangements—varied collections from the garden that took eons of time and fuss to cut and arrange.

Elaborate seemed to be the word for me—and it was perfectly incongruous because I am neither by inclination or desire an "elaborate" person. I was simply hanging on to the cliché of hospitality that in order to honor a guest you must surfeit him with rich food and a formal display of your worldly goods.

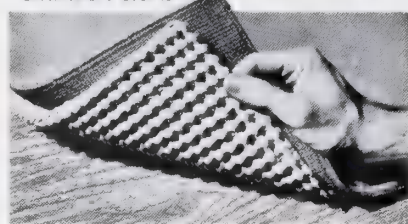
I decided then and there to toss out the window all this old-fashioned, formal, pretentious thinking and get down to interesting simplicity.

DURING my progress to simplicity I have made a pretty nice collection of china, linen, and recipes that are in themselves basically interesting but decidedly unelaborate. I read cookbooks for fun, not to learn the precise quantity of salt called for in any given recipe but to understand the philosophy of cooking that's involved. When you do this you acquire a sort of overall control of the whole art. Then



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you can improvise your own dishes and whip up any kind of meal simply and with authority.

I took some lessons in flower arranging—to learn how to make a variety of unusual containers and a few combinations of interesting plant materials to take the place of all the to-do I used to indulge in.

I have learned by experiment that *how* you serve food can be almost as important as the food itself. You can make the simplest meal exciting by serving it on china that is, figuratively or literally, colorful. And a dinner served part on the terrace, part by the fireplace, part at the dining table is a far greater delight to your guests than the custom-bound procedure of sitting opposite a place card all evening.

MY priceless aid to simplification is the time and labor-saving home freezer. I can shop in quantity—which means economically—and store food in the freezer against any emergency, eliminating all the dashing to market I used to do. It's like a savings account and a second cook all rolled into one.

Now, when I get a signal that V.I.P.s are coming for luncheon on the morrow, my first move is to check the freezer. We have chicken. I have a good old Provincial French recipe for chicken. So chicken it will be.

Since I believe that a meal is as effective as its setting, my next thought is how am I going to serve this forth. My Quimper ware on a plain blue linen cloth is a natural for a provincial menu. Flowers for this would be fat geraniums and another flower in season—daisies or chrysanthemums—all tied up with geranium leaves and packed into the brass bread pan which is part of my collection of unusual containers.

I plot out a menu, which I recommend to anyone with eight people to serve on a day's notice:

Hors d'oeuvres of smoked salmon
with buttered rye bread or a
favorite cracker
Consommé with sherry
Coq au Vin
Round loaf of sour-dough, garlic
French bread
Mixed green salad, with cheese
and crackers
Strawberry tarts
Coffee

The chicken and dessert do take time to prepare, but you can finish off most of the work involved the day before so that you can relax at your own party instead of wish-

Why starch
at all?



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made with a
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colored boxes, each
with quantity, size and
type clearly indicated.

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ing that you had never been born.
In the old elaborate days did I
ever spend time on hors d'oeuvres!
Hot ones, cold ones, and ever so
many! Now I serve a fish and
one or two kinds of crackers. My
favorite salmon is Tasco, canned
by the Los Angeles Smoking and
Curing Company. But you are al-
ways likely to get a good smoked
salmon from a Kosher market. The
Tasco salmon which keeps for a
long time in the refrigerator, is
very thinly sliced. All you have to
do is cut it in the size pieces you
wish. With this salmon I serve Log
Cabin ice-box rye bread. It is about
an inch and a half in diameter,
full of caraway seeds, and it keeps
for weeks in the refrigerator. I al-
ways have a supply of both the sal-
mon and bread in the freezer. The
day before your luncheon, slice the
bread very thin, butter it, and put
it in wax paper in the refrigerator
so that the butter will harden.

Before the guests arrive, arrange
the salmon on an attractive tray.
I use a brown wood platter. In the
center of the tray I put a pepper
grinder, sprigs of parsley around
its base, and segments of lemon
placed like the spokes of a wheel.
Then around this, arrange the sal-
mon slices with Spice Islands Java
cracked pepper sprinkled on top.
Surround this with the rye bread
buttered. I serve the crackers in a
wooden bowl. Our favorite cracker
with salmon is Idle Hour, packed
by Devonsheer Melba Corp., West
New York, New Jersey.

A friend of mine once told me that
when she entertained, her hus-
band took care of the liquids and
she took care of the solids. We
find that this system works like a
charm so I am passing it on to you
for what it is worth. When the
guests arrive, my husband has a
pitcher of martinis mixed and a
tray of the makings for guests who
prefer something else.

During cocktails I slip out to
“make” the soup—an operation
which used to take me days, stew-
ing up beef bones, veal knuckles,
this, that, and the other, clarifying,
straining, and what not. But now,
thanks to dear old Campbell's, we
can have a delicious soup in five
minutes. This could be done the
morning of your luncheon, but it
takes little enough doing anytime.

Consommé with Sherry

- 6 cans Campbell's Consommé
- Water (half can of water for each can
of soup)
- 3 heaping tablespoons chopped parsley
- 3 pinches of Spice Islands Salad Herbs
- ¼ (scant) teaspoon Spice Islands Java
Cracked Pepper
- 3 to 4 tablespoons of your best sherry

(Continued on page 232)

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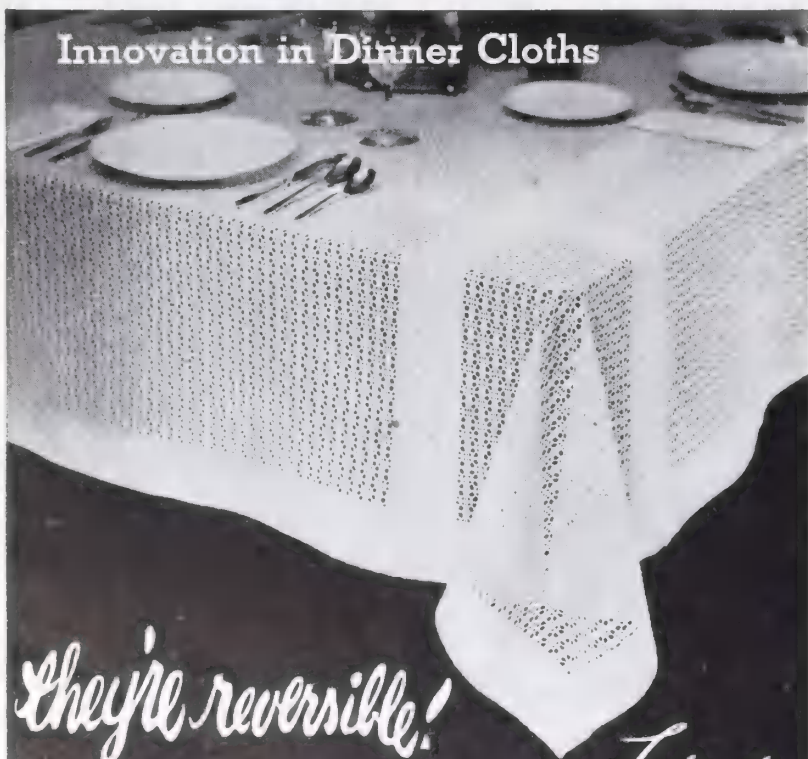
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295 FIFTH AVENUE • NEW YORK 16

Anyone can whip up a party masterpiece for any holiday or special occasion with these Hillware tier-cake pans. The iced tier, plus candles and "bought" chicks and bunnies yielded this gala Easter cake.



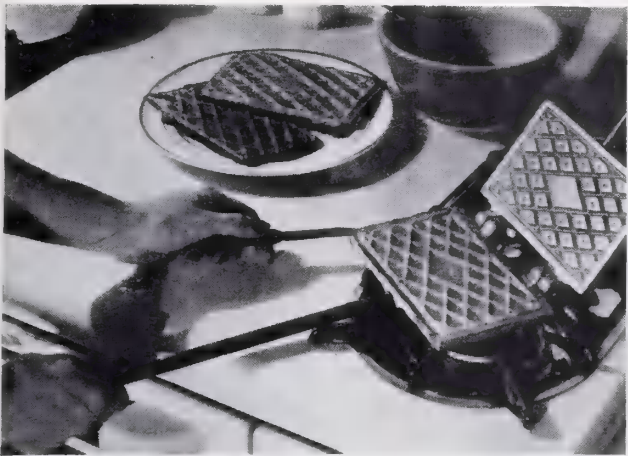
Pastry glamour



A dip of these Swedish-inspired forms into batter, then into the deep-fry kettle, yields a butterfly or rosette waffle or patty shell depending on which aluminum head you affix to the handle. They're pretty, tasty, quick, and easy.



Springerle are as traditional for Easter as for Christmas. The quaint, old-world picture-cookies have a charm all their own. One roll of this maple Noyz Springerle rolling pin (recipes come with it) creates 16 raised pictures plus cutting lines. It's foolproof. There's also a 20-picture roller.



The delectable, crisp wafers this Italian pizelle iron bakes on the kitchen range are a traditional holiday pastry in Italy and France. (The French call them *gaufrettes*.) They're served with champagne, wine, and tea; fashioned into custard or cream filled horns for dessert use. You can get a round iron, too.

comes in easy forms

These devices make fancy pastries as free of fuss and bother as everyday cookies. A culinary novice can use them with skill and ease

MORE PASTRY IDEAS ON NEXT PAGE



These Scandinavian Sandbakkelse are a delight to both eye and palate. You can serve the buttery pastries "as is" with wine, tea, or ice cream or turn them into rich tarts, Swedish-fashion, by adding almond or custard filling. Authentic recipes for both dough and fillings come with the forms.

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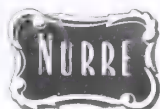


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*Illustrated is the new Model 1271, 30" x 42". Note how scroll-like metal corners and beveled edge accentuate three-dimensional effect.



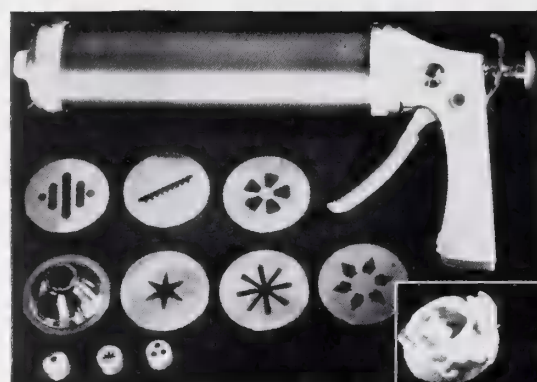
This name identifies genuine plate glass Nurre Mirrors. It is your assurance of the finest in quality, styling and craftsmanship. Look for it when you buy.

PASTRY GLAMOUR

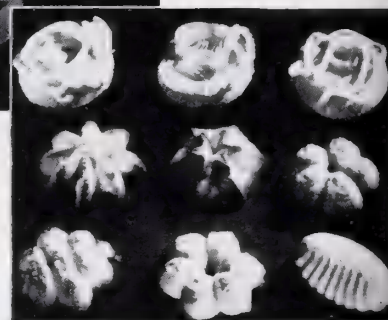
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This winsome Easter lamb is as easy to make as a layer cake with Blue Ribbon's baking mold. During baking, the batter in the mold's bottom half rises into its top half to create a 3-dimensional lamb form that needs only icing to complete it. 8 bunny molds for cake or gelatine complete the set.



Follow the lead of pastry chefs for speed and sure, easy methods. This trigger-action Cookie-Chef gun is a home "twin" of professional guns. It even regulates thickness of forms. It cuts and ejects canapes and biscuits, too; has 3 decorating nozzles.



PHOTOGRAPHS BY FRED LERNER

You need no special know-how to create this checkerboard cake. It's all achieved by the batter divider of this Bake-King set. When you place the part-chocolate, part-white three-layer cakes one on the other, they form a checkerboard design. Instructions and recipe come with pans.

IT'S WORTH MENTIONING

CONTINUED FROM PAGE 225



The mountain comes to Mahomet! This Swing-Down Closet Shelf Maker doesn't stop at converting wasted headroom into shelf space. It brings the extra shelf down to arm level for loading and unloading. You just screw it to any 10-inch wide closet-length board, then to shelf beneath, attach the handle, and that's it! Fits closets 24" or deeper. Complete hardware \$3.95. Space Savers, 18370 Fitzpatrick, Detroit, Mich.

With a Spat-R-Gard hooked over the skillet's rim, frying food can't spatter its grease all over the stove and wall, as is its wont. It's a boon with chicken fryers (no lid interference) to keep the vented steam within bounds. A plastic knob at each end gives you a cool, sure grip on the 5-inch high aluminum collar when its stint is done. The flexible guard fits any skillet. \$1.25. Fielding Products, Box 1660, Rockford, Ill.



(Continued on page 233)

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GUEST GLAMOUR

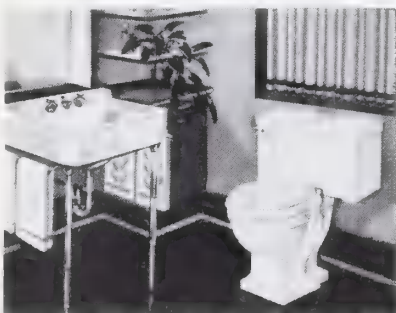
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LUNCHEON FOR V.I.P.s

CONTINUED FROM PAGE 227

Add water to consommé, add pepper, parsley, and salad herbs, and bring to a rolling boil. Turn off heat and add sherry. Stir and serve at once in hot containers.

We serve soup in the largest cup and saucer we could find, a pattern called Farmers Arms. I understand that several manufacturers make jumbo coffee cups. The size is called "Irish." I put Saltine crackers and a soup spoon on each saucer, and while my husband is serving it (it's a liquid), I remove the cocktail glasses and hors d'oeuvres plates. I like to serve the soup on the terrace, or if it is a cold blustery day, in front of the living-room fire. It adds zest to do things a little differently.

While I am in the kitchen fixing the soup, I put the sour dough French bread in the oven. This is prepared in the morning and set aside wrapped in wax paper.

Garlic Bread

- 1 round loaf of sour dough French bread
- 1 clove garlic
- Butter

Slice off the top of a clove of garlic (you need not peel it) and rub it briskly over all the crust of the bread. You use nearly the whole clove getting the oil of the garlic over the bread. Slice, but not all the way through, butter, and it is ready for the oven.

When we have finished the soup, I bring in the bubbling chicken casserole and set it in my French stove to keep hot near the dining table. As I seat the guests, my husband takes the soup cups out to the kitchen. He brings in the hot bread in the crêpe suzette pan of the French stove. If wine is the order of the day, he pours it at this time.

Here's how the chicken casserole comes into being, prepared the day before. It's one of those things that benefits by an overnight stand and reheating.

Coq au Vin

(with variations by Stanton)

- 2 4- to 5-lb. chickens cut in pieces
- 1 lb. butter
- 12 small white onions, carefully peeled
- 1 bottle good California or French Burgundy
- 1 heaping tablespoon chopped parsley
- 1 clove garlic, minced
- 1 lb. fresh mushrooms, halved
- 4 small carrots, cut in pieces
- 1 celery heart, leaves and all cut very small
- 1 bay leaf
- 1 small glass of warm brandy
- 3 cloves, stuck in onions pinch of thyme
- 1 scant teaspoon salt, or to taste
- Scant 1/4 teaspoon Spice Islands Java Cracked Pepper

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Lightly and carefully, golden brown the chicken in the frying pan. Then put in a warm casserole in a warm oven. Toss parsley, garlic, onions, mushrooms, carrots, celery, bay leaf, thyme in pan until lightly browned. Put in casserole. Pour brandy in frying pan, warm it, pour over the chicken, and set alight. Quickly pour over the chicken half the wine which has been warming on the back of the stove over a low fire. Using 1/8th pound of butter melted, work in 3 tablespoons of flour, salt and pepper, and slowly add remaining wine. Then, to be assured of a smooth sauce, I pour as much of the wine out of the casserole as I can, draining it into the frying pan. Mix well with the pan juices, then pour over the casserole. Cover the casserole and bake in a 300° oven for a good hour and a half, or until the chicken is tender. Allow to cool and then put in refrigerator overnight. Take the casserole out of the refrigerator first thing in the morning, take off excess butter, and allow an hour and a half for slow reheating. It is best when the meat is falling off the bones. A bottle of red burgundy makes a good companion to this.

Mixed Green Salad

I usually keep on hand as many kinds of lettuce as there are in the market. Chicory, endive, romaine, red, Boston or butterhead. Wash carefully, swing them in a clean tea towel (I learned this little motion from the Bendix washing machine), and store in a damp cloth in the refrigerator. They keep several days so you can safely prepare your salad greens the day before. Garnish with chopped parsley, chives, or whatever herbs you prefer. Serve in wooden salad bowl. Dressing is added and the salad tossed at the table. I let my husband do the honors.

Salad Dressing

- 1 small onion, cut up fine
- 1/2 clove garlic, cut up fine
- 1 generous teaspoon Spice Islands Beau Monde Seasoning
- 1/2 teaspoon paprika, scant
- Dried chervil—a pinch rubbed in palm of hand
- 1/2 cup Spice Islands Sweet Basil vinegar
- 1 cup good olive oil
- 2 teaspoons sugar
- 1 scant teaspoon salt
- A pinch Java cracked pepper

Put finely cut up onion in mortar and sprinkle with sugar. Wait a few minutes. Then add the garlic and salt. Mash these well with the pestle. Put Beau Monde, paprika, chervil, and pepper into the mortar, and pour in vinegar. Allow to set or mellow for a while. I pour

(Continued on page 234)

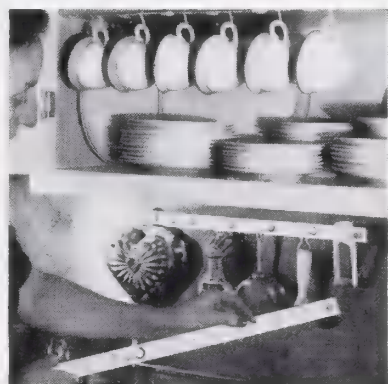
IT'S WORTH MENTIONING

CONTINUED FROM PAGE 231



Small fry delight in story-book cookies like these captivating animal and Mother Goose forms. They're no more trouble than mundane round cookies, for the detailed pictures the HRM cutters create are complete without further ado. The sandpile crowd will want their own set for mud-pies. The ruby plastic cutters hang, too—cute as can be for the nursery or the kitchen. Set of 10, \$1, Crane's, 419 E. 57th St., N. Y. C.

Before you finish this HoCup story, you'll probably have several jobs mentally lined up for the versatile hooks-by-the-foot. The 11-hook metal strips hang cups, organize cleaning closets, keep utensils and miscellany in kitchen, bath, and laundry neat and handy. Screw them under shelves, to walls or doors, solo or in series. To add elbow room, raise only every other hook. White, red, green, ivory, 4 for \$1, HoCup Co., 9 Melcher, Boston.



(Continued on page 241)



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LUNCHEON FOR V.I.P.s

CONTINUED FROM PAGE 232

this all in a Pyrex pitcher and stir vigorously as I slowly add the olive oil. I pour this into a bottle so that I can shake it well before using. Salad dressing is better prepared a day or more ahead of time.

I think I would prefer serving the salad as a separate course, but if you do serve it at the same time as the chicken, be sure to use a separate plate, for there's a lot of sauce with the chicken and you will want to dunk your French bread.

If the salad is served separately, it is good to have a well aged Camembert or Liederkrantz. This is fun to serve on a small cheese board with crackers.

Strawberry Tarts

- 5 boxes of strawberries
 - 3 packages Philadelphia Cream Cheese
 - 1 cup cream
 - 2 jars Mary Ellen Currant Jelly, or your own favorite brand, melted in top of double boiler
- Use your own favorite pie crust or the following puff paste

Puff Paste


- 1 cup flour
- Level teaspoon salt
- ½ cup ice water
- 1 cup butter (washed) and at room temperature

Wash butter to remove salt—why, I will never know, for you put salt in the flour, but this is a Frenchman's idea and it seems to work. Anyway, put the sifted flour on a pastry board, make a well, add salt, and work quickly into a paste with the ice water. You may need a little more water, but be careful not to drown it. Let it rest for 20 minutes in a cool place. Roll out on a lightly floured board to the thickness of ¼ inch. Spread two-thirds of the surface with washed softened butter. Fold the unbuttered third over the center third, and the remaining third over to cover the first third, making three layers of dough with butter between each layer. Turn dough a quarter way around on the board and roll out to ¼ inch thickness, butter, and fold as before. Wrap in a napkin and chill thoroughly, perhaps half an hour. Roll and spread with butter and chill two more times. It must "rest" between each buttering so as to lose its elasticity. It is well to leave paste in the refrigerator several hours before using, so you can make the puff paste the day before. (But if you know of a good baker, just have him run you up the tart shells. It is far easier.)

When ready to bake, roll out the paste and line the tart tins. Put them in a 450° oven for 10

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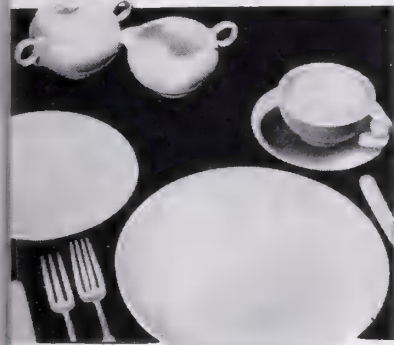


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minutes. Reduce heat to 400° for 5 minutes. Then reduce heat to 350° for 10 or 15 minutes.

Just before you are ready to serve the tarts, spread the inside bottom of the tart shells with a ¼ inch of creamed cream cheese. Place the biggest, fattest berries with loving care, pointed-side up on the cream cheese. Pour over the hot melted currant jelly, which you've melted in a double boiler, and serve at once.

Do you know how to wash strawberries? I fill a bowl with water, place the berries in a strainer and swish them around in the bowl, clearing them of dirt. Stem them carefully and set them aside in a cold place until ready to use. The cream cheese which can be creamed the day before should be at room temperature. It should have the consistency of whipped cream. I use about a third of a cup of cream to a package of cream cheese. Store in a covered container in the refrigerator but remove about a half hour before using.

I put the tarts on a large round blue and white platter or chop plate. There are now some octagonal Quimper plates on the market which are most attractive. I use these for dessert with Quimper coffee cups and saucers.

IF YOU care to have wine with the chicken, use the same kind as you cooked the chicken in. According to articles I've read on wine, you should move it, or bring it to the room in which you are to serve it at least 24 hours ahead of time so it can "rest." Some say it should also "breathe," so it can be opened a few hours before using. It all works out so much better if you have done it this way, for then there will be no last-minute announcement, "Oh, we forgot the wine!" In fact *anything* you can do ahead of time means a happier party for all V.I.P.s concerned—especially you.



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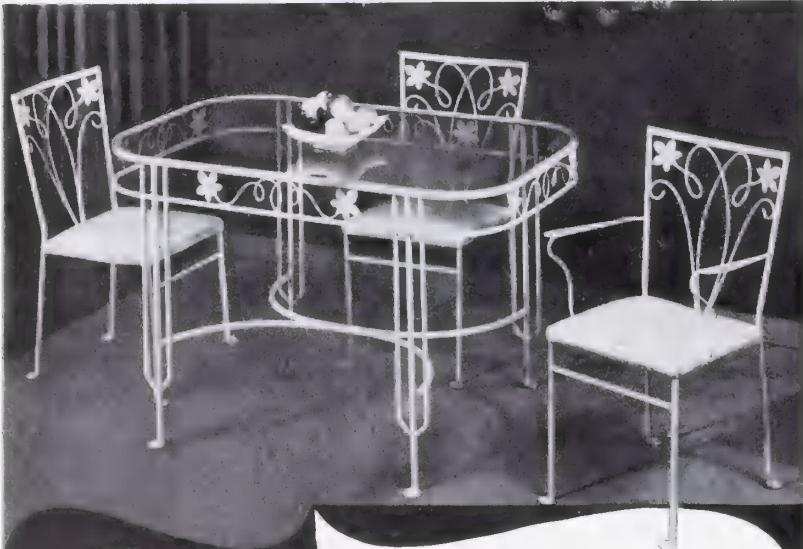
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by Charlotte Eaton Conway



How much space would it take, and how much would it cost, to buy a sink, a washer, and a dish-washer? Sounds like a lot of both money and space. No need to worry now. You can get all three labor-

saving appliances in *one* combination unit. The Automagic sink requires a space 69" long x 27" deep x 36" high. Regular sink section is extra large. Other section is convertible for either dish- or clothes-washing by a simple change of inner tubs. Tub not in use stores on swinging arm under sink. One dial controls both tubs. Thor Corp.

Even with a magnifying glass, you can't find a scrap of dirt on this carpet. It has been cleaned with a Hoover tank type vacuum cleaner, with its floating brush nozzle mounted on springs. The new brush is 9" wide (about twice the width of the old one) and is mounted at a sharp angle so it "hooks" into surface soil and "kicks" it forward into the powerful suction stream. On the back stroke, dirt which might stick to the bristles is wiped off by the carpet and drawn into the nozzle. Not a chance for any to escape! Hoover Co.



Ever get in the middle of preparing frozen foods, only to find the wrapping materials out of reach somewhere else? The problem is solved in General Electric's new 11 cubic foot freezer. It has a built-in unrefrigerated compartment just for the purpose. You can keep it filled from your big reserve supply, so you'll have boxes, jars, labels, paper at hand when you want them fast. The freezer takes a space about 61" long x 31" deep x 36" high. It holds 389 pounds of food, freezes 60 pounds in 24 hours against all four freezing walls.



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ton, and off it goes. After the heating element turns off, an automatic cooling period makes clothes comfortable to handle. If your dream of Utopia is life without lifting or bending, without clothes-line, props, and pins, without weather worry, this dryer will help attain it. It is 30" wide, 24 $\frac{3}{4}$ " deep, 36" high. Horton Mfg. Co.

DRAWINGS BY
KELLY OCHSLI



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(Continued on next page)

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Pres-Toe refrigerator, with a touch on the foot pedal. As easy as working the accelerator on your car! The refrigerator also has a built-in supply of cold drinking water. Just "Touch-a-Tap" to fill your pitcher. Crispers in this refrigerator swing out to bring crisp vegetables and salad greens within easy reach. Gibson Refrigerator Co.



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good, plug it in, and it circulates air at a rate to make you comfortable. At night, place it 3 ft. in front of, and blowing out of, an open window. It draws in cool outdoor air. Wonderful as an attic fan; saves expense, nuisance of installation. Uses little more current than a 100-watt bulb. Westinghouse Electric Corp.

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IT'S WORTH MENTIONING

CONTINUED FROM PAGE 233



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Television is bringing hassocks into their own. There's reason. They're always there, ready for use, easy to move to any vantage point. The easy-chair comfort of this roomy, pillow-top Relaxon hassock got our vote hands down. Small-fry will go for Relaxon's casted Teenie-Tot hassock. It's \$6, red or blue with ivory. Large hassock \$14; burgundy, lt. or dark green, blue, beige, or brown leather-grain plastic. Carson's, Chicago.



Dust-Seal, the medically-documented compound being applied here, has brought comfort to thousands sensitive to allergenic "house dust" in fabrics, bedding, and carpets. Entire homes can be made non-allergenic. On non-washables, one application lasts until they're dry-cleaned; you treat washables during laundering. Dust Seal is invisible, odorless. \$4.15 lb. (enough to treat textiles in 1 average room), Lewis & Conger, N. Y. C.

(Continued on page 244)

ALL EYES

are on the
TABLE too!

Your television table is also in the limelight while you're televiewing. That's why a perfect match between set and table is important. Custom-designed Acro Tele-tables add to the beauty of every living room . . . they're specifically constructed to fit all national brand sets. If your local dealer cannot supply you, write to—

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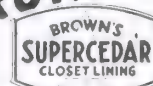
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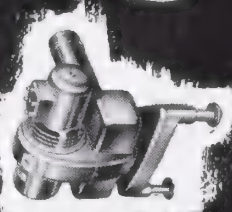
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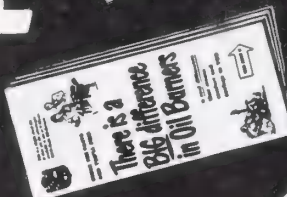
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DON'T LET "THE RULES" FRIGHTEN YOU

CONTINUED FROM PAGE 150

It gives technical facility and skill in handling plant material worth having even if a studied, "stylized" type of flower arrangement is the last thing you want in your own house.

Suppose your idea of a lovely flower arrangement is simply that it have grace, spontaneity, and charm. "Simply", did I say? Well, such qualities don't just happen in a flower arrangement. To desire such an effect—or any other effect—without knowing how to achieve it is frustrating. An effort to make it "simple" too often results in a sprawling, rather untidy arrangement in danger of tipping over if touched accidentally.

How often I have poured tea at someone's inexpertly arranged table, fearing that the whole centerpiece would surely collapse if a guest ventured to smell a rose! Technique has its uses outside the flower show. If you can make an arrangement to represent "Peace" or "Fortitude", "A Hooked Rug" or "The Rhythm of the Wind" at the flower show it will be easy to produce an effect of "Breezy Charm" at home.

So let us examine this group of rules which concerns mechanical skill and various other technicalities.

First, holders and other mechanical aids to stability must not show. Occasionally, holders to support the base of the stems are permitted to show, especially if a decorative holder or if rocks are used. The exhibitor who risks this, however, must abide by the decision of the judges as to whether they add or detract from the artistic value of the arrangement.

It is certainly the better part of wisdom for a beginner to observe this rule. Even experienced exhibitors think twice before they violate it.

Then there is the rule for no artificial coloring "unless the schedule states that it may be used in a certain class or classes." This you can see clearly is in the interests of good taste.

You must also avoid the use of any material on the state conservation list. Protected plants are only permitted in conservation displays for educational purposes.

Third, an arrangement must not touch the background or side walls of the niche. Like a picture in a

DISPOSE OF FOOD WASTE BEFORE IT BECOMES GARBAGE! WITH IN-SINK-ERATOR

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frame it should have an adequate margin to set it off. Certainly it should not appear to need additional support by leaning against the walls or background. If a branch is dislodged or a flower wilts between the time the exhibitor leaves it and the judges see it, the exhibitor is at fault for not constructing the arrangement properly or for not carefully conditioning her material "and the entry must take the consequences."

You should also be familiar with certain arbitrary rules of terminology, such as the interpretation of the word "accessory." The stand or base under the container whether of wood, fabric, or whatever, is not counted as an accessory, but a fabric used behind the arrangement is so considered. A piece of beautiful damask hung against the background might greatly enhance the character and coloring of an arrangement and the uninitiated might wonder why the arrangement did not win a prize. But if the schedule states clearly that no accessories were permitted, the arrangement would have to be disqualified no matter how beautiful.

The merest tyro can follow these rules. They are simple, clear-cut and reasonable. They have as their objective a higher degree of perfection and craftsmanship.

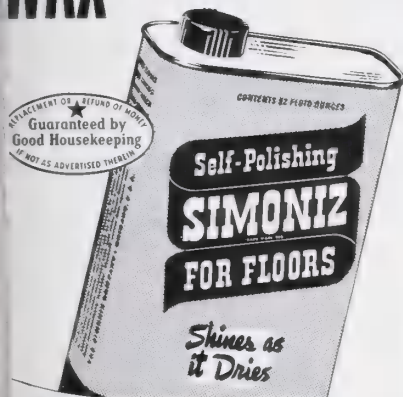
It is in the realm of imagination and design that the controversies are more difficult to settle. Here exhibitors and judges are often at swords' points.

The study of design is a life study. You cannot hope to master it in three easy lessons, or even in the five-year course provided by judging schools. But "a little knowledge is a dangerous thing" doesn't mean that you should abandon the pursuit of knowledge.

To observe closely how balance functions, to study proportion, to become aware of rhythm and the power of line, to explore even superficially the mysteries of scientific color, is educational and exciting. The rewards of flower arrangement go far beyond the achievement of a first prize. Many a woman, naturally responsive to beauty, has found genuine creative satisfaction in flower arrangement and a considerable increase in appreciation. Some have gone on to painting or sculpture or the making of pottery. Others discover the pleasures of research, either artistic or botanical, and all become, in a most inevitable, better gardeners.

The flower arrangement "rules" that have to do with beauty at

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based upon the universal principles of design. The only thing to deplore about them is that they are sometimes misinterpreted and misunderstood. To counteract this we need more participation in the game by people who really know about these things. Artists and architects, if they would accept the technical requirements of show arrangements as the necessary rules of the game, would win all the prizes and provide us with a higher standard and a truer interpretation of design.

Judges long fervently for a fresh approach and for greater emphasis on beauty, but the mechanical rules must be obeyed as well. In the hands of an expert, i.e., a skilled craftsman who also possesses knowledge, taste, and imagination, these limitations and requirements of the schedule are a challenge rather than a damper upon enthusiasm.

Even if artists don't wish to take an active part in flower arrangement they might better be able to guide us from the side lines if they had some knowledge of the rules and regulations of the game.

You can't fully enjoy watching any game unless you have at least a rudimentary knowledge of how it is scored. So I will explain what is meant by "Point-Scoring" and how it works.

If I were judging the two arrangements of calla lilies (page 150), I would not need a scale of points. My sense of design as well as my experience would tell me at once that one is very much better than the other. But in close decisions a scale of points is invaluable. Simply to illustrate how point scoring works I will score these two arrangements anyway, with comments, which are also usually required of an experienced judge.

I am, of course, judging from a photograph, as you will be, for I have not seen the actual arrangements and cannot tell how they look from other viewpoints. Here's how I would score the two arrangements shown on page 150:

"In the Money"

Design: Good proportion, good balance, interesting and varied silhouette; decorative use of leaves and graceful placing of flower heads counteracts stiffness of stems and rather rigid triangular form of the whole arrangement.

Color Harmony: In a black and white picture you can't judge color, except in this instance when we may assume that white flowers in

(Continued on page 245)



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It's Worth Mentioning

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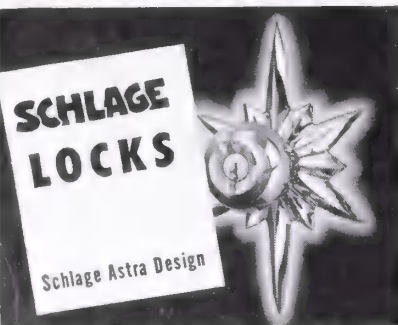


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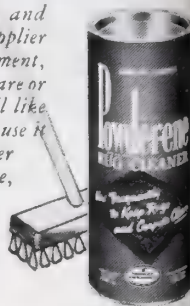
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DON'T LET "THE RULES" FRIGHTEN YOU

CONTINUED FROM PAGE 243

a white container could not help being harmonious. However, in a scale of points giving so high a number of points to color harmony I would hesitate to give full rating to an arrangement which obviously played so "safe" on color. You must leave some "edge" for a player who dares to use a more adventurous color scheme.

Distinction: There is a certain distinction in the clarity of the design and in the lovely gradation from full-sized flowers to the slender bud. Also the placing of the flowers conveys a spiral movement and a sense of depth. However, this is a thing that has been done many times with calla lilies, and done better, so it cannot be considered as the ultimate of distinction. In fact, I long to see callas used in some different way to distinguish them from what has become "standard treatment." I would leave a few points for someone who might show me a fresh aspect of their beauty.

Condition: As far as one may judge from a photograph the flowers are in perfect condition.

Relation to Container: Excellent in proportion, form, and texture as well as in the repetition of the white of the flowers.

"Out of the Running"

Design: There is none. The stems are just stuck in, in confusion, giving the impression that they had to push one another, like home-bound commuters on the subway, to get a toe-hold on the needle holder. The flower heads are left to jostle one another in equal confusion. The leaves stand awkwardly and aimlessly by. There is no appreciation of the inherent beauty of the material. There are crossed stems and "equal ranging." There is no relation to the container except that it matches the white of the flowers. Balance is precarious. Proportion is bad. The ugly and exposed holder would be pounced upon by any judge.

Color Harmony: You must judge this equally with the other, taking off a few points for just playing safe when the points gave an opportunity for a real advantage.

Distinction: None, either in the design or in its execution.

Relation to Container: Good in color but poor in proportion and lacking in design.

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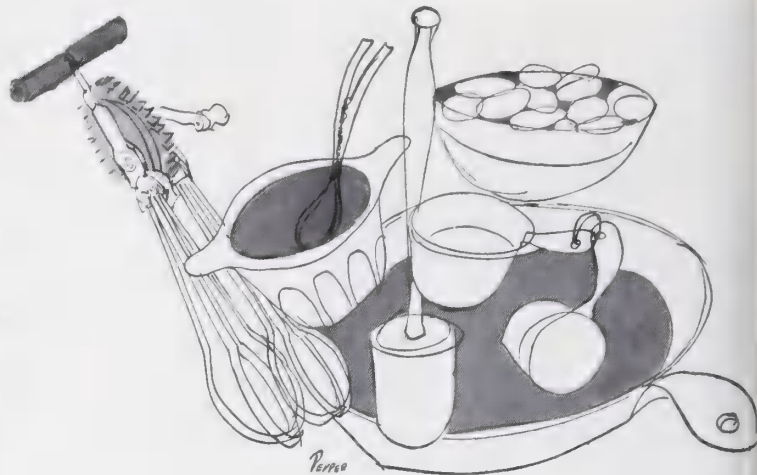
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PANTRY SHELF NEWS

Here are quick-and-easy makings for exotic,
tasty fare for meals, snacks, company serving

by Julie Polshek

A unique cookbook crossed my desk recently—"The Salt-Free Diet Cook Book" by Dr. E. G. Conason and Dietician Ella Metz. Though its audience is relatively limited, it merits reporting to brighten the food horizons of the thousands of erstwhile food lovers whose health confines them to a salt-free diet. You'll find no culinary masterpieces between its covers, but the amazingly varied and interesting collection of tested and proved menus and recipes it offers are such a far cry from the limited fare and stringent rigidities of medically acceptable diets heretofore available, that they seem almost scintillating by comparison. (I know whereof I speak, for I once subsisted briefly on such a diet myself.) It takes Spartan fortitude to accept the unbearable sameness of the usual salt-free diet. It's almost harder to take than the insipid taste of the food itself. In

addition to the dozens of menus there's a comprehensive table the salt content of all foods which enables dieters to achieve still further variety in meals by interchanging other foods of low-salt content.

This is the first compilation of the scattered information published until now in medical journals and by research institutions. It is written in simple, understandable form. One chapter is devoted to weight-reducing diets, interesting enough to take the sting out of the ordeal. They've been especially formulated around foods of low salt content to decrease the usual pangs of hunger and overcome the excess body fluid that often contributes to obesity. \$3, from Lippincott Publishers, 109 East 15th Street, New York, N. Y.

Hundreds of my readers have become well acquainted with the



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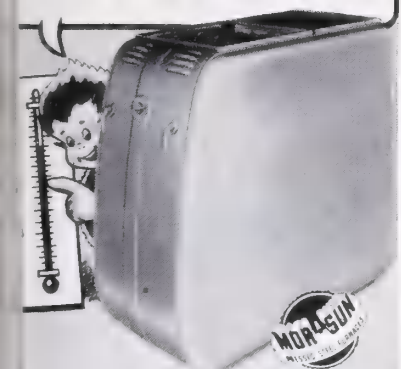
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dian-made Madras Curry Paste to which I introduced them months ago in these columns. Since then, an equally authentic and easy-to-use companion paste by Vencatachellums has been brought to this country—Mulligatawny Paste. It's worthy of the same warm welcome its forerunner received.

Like Madras Curry Paste, Mulligatawny is a blend of all the condiments called for by authentic curry recipes. Many of the ingredients, such as Bengal gram, ghee, and coconut milk, are not available in this country. I, for one, firmly believe that either of these pastes yields a far finer and tastier curried dish than curry powder.

As with curry paste, you simply spoon the Mulligatawny paste into the hot stock of stewed chicken, shrimp, mutton, beef, rice, vegetables, or whatever type of curry you are preparing (with most meat curries sautéed, sliced onions are added). Nothing could be easier or more foolproof. More than that, the flavor of the finished dish is as authentically seasoned as though it were prepared on its home ground. I'm told that both these pastes originally were devised for Englishmen and Americans living in India who found it difficult to achieve the native blending artistry, which is a talent one doesn't pick up overnight. If you've ever tackled curry-making you'll appreciate this.

Mulligatawny contains essentially the same ingredients as the curry paste, except for the addition of tamarind, an Indian fruit. However, because different proportions are used, Mulligatawny is much more peppery and zesty. Loosely translated, Mulligatawny means pepper water—so its hotness is apt.

The two pastes are interchangeable, but for my own use, I prefer the mellower curry paste for chicken and other delicately flavored foods and the more peppery Mulligatawny for beef, mutton, lamb, and such meats. However, that's just one woman's opinion. You'll have to do your own adventuring to decide which is more pleasing to your own palate. Besides, it adds zest to eating to change the pace of seasonings. A 12-oz bottle of Mulligatawny Paste (enough for dozens of curried dishes) costs \$2.10, from Charles & Co., 340 Madison Ave., New York, N. Y.

The Dutch Kitchen, which makes the finest sautéed mushrooms you'll find anywhere about, now has a companion mushroom product that's equally outstanding—Dutch Kitchen Mushroom Pâté. It's a

(Continued on page 257)



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Wayside Gardens



The Man Behind The Hoe

GARDEN ROTATION. Adjoining the garden on a delightful old plantation I once visited near Montgomery, Ala., was an area of equal size planted to crotalaria, a southern soil-improvement crop. My host explained that the next summer that area would be used for vegetables and the present garden seeded down. The remarkable vigor of his vegetables was testimony enough that the same practice is good for home vegetable gardens too.

ORGANIC MATTER NEEDED. Those of us with just enough land for one garden can have the soil-improvement benefits of rotation by applying organic matter such as manure, grass clippings and leaves. Mineral fertilizer (plant foods) will then give it fertility for big crops.

WINDBREAKS. April is tree-planting time in much of the country, and I am reminded of those marvelously efficient windbreaks I saw last summer in the prairie states. Gardens have a rough time of it in the open where strong winds are prevalent, especially in the spring. With a shelter belt of trees, seedlings and young transplants get under way without developing a wind-blown bob.

SPRUCE AND PINE. Tree species must be adapted to regional conditions, of course, but for maximum wind protection in spring when it is needed most, use as many evergreens as possible. For the Northeast and the Lake states a mixed planting of Scotch pine and spruce combines utility with beauty and will furnish choice Christmas trees in future years.

(Continued on page 251)

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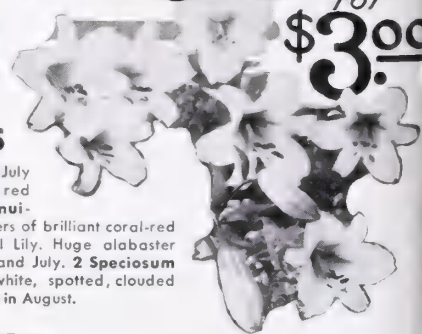


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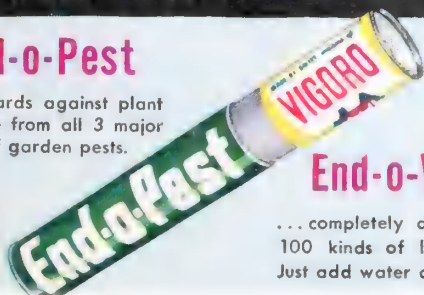


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THE MAN BEHIND THE HOE

CONTINUED FROM PAGE 248

ROOT-FEEDING NEMATODES.

Even with soil-improvement, growth of vegetables is not always good in the same spot year after year. At the Beltsville research station of the U. S. Department of Agriculture, Dr. Steiner and his staff are uncovering more and more evidence that poor growth on unrotated land is often due to nematodes that feed on plant roots.

GARDEN FUMIGATION.

Vegetable growers who cannot work out long-time rotations are turning to soil fumigation as a short-cut method of controlling nematodes. Now a special fumigant, Garden Dowfume, is available for the home gardener—a liquid you can pour along the bottom of furrows. Then cover with a rake. Hundreds of gardeners in the south where this new product was widely sold last year reported better growth and higher yields.

ASPARAGUS BEETLE.

When the first asparagus spears show up, check for asparagus beetle. Damaged tips and elongated black eggs deposited on the spears are sure signs if you don't see the red and black beetle itself. Rotenone dust is the answer.

COMMERCIAL ASPARAGUS.

Growers in the East sometimes keep the beetle in check by "pasturing" chickens in the field during spring and summer. The asparagus beetle is hardly sufficient reason for raising chickens but, if poultry is already one of your hobbies, a pair of birds will clean

up a home-sized planting in short order.

APPLE SCAB CONTROL.

Apple scab attacks leaves as well as fruit. It gets started in the spring from spores that live through the winter on old leaves lying on the ground. By raking apple leaves early in the spring and burning or, better yet, putting them on the compost pile where fungus and all will decay, you can reduce this source of infection. But you will still need to spray for complete control.

PROTECT YOUR SEED.

Seed-protecting dusts such as Semesan and Arasan are especially valuable for ambitious gardeners who want to plant as early as possible. They protect against soil decay which is most likely to occur when temperatures are too low for germination after planting. To insure good stands when you plant in cool soil, have one of these protectants on hand for use with each packet and follow directions carefully.

NEW HOME GARDEN SPRAYER.

I've just seen the newest type wheelbarrow sprayer and must say it impresses me as being well designed for home grounds where a power sprayer is not justified. It should prove useful for gardens, trees, and weed-control in lawns. Having used my reliable knapsack sprayer more in the last three years than the average gardener does in a lifetime, I can't help but have a lot of confidence in the stamina of the new wheelbarrow type of garden sprayer.

—Keith C. Barrons

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COLOR DOESN'T "JUST HAPPEN"

CONTINUED FROM PAGE 146

Use this principle in your garden as a whole. Plan your colors in rhythmic steps from dark values at the outcurves (where the plants seem to come toward you) to light values at the incurves (where the plants seem to recede from you).

Next, build a sequence of warm colors, using some or all of the following range—dark wine-crimson to deep rose-pink to light pale-pink to apple blossom to white; then from pale cream to lemon-yellow to orange-bronze to orange-red.

Now accent your warm colors with small quantities of contrasting cool colors, but keep them closely related in intensity and value. Contrasting colors of the same intensity never clash. For example, intense lavender-magenta looks fine with pure scarlet, but dull lavender-magenta looks terrible. Similarly, magenta and yellow are fine together if both have the same intensity, but not otherwise.

Remember to consider leaf colors, too. When choosing plants for backgrounds, reserve the soft gray-green leaves for the pink, crimson, or magenta flowers; vivid yellow-green leaves for the yellow, orange, and scarlet ones.

Work-savers for gardeners

PHOTOGRAPH BY GOTTSCHO-SCHLEISNER



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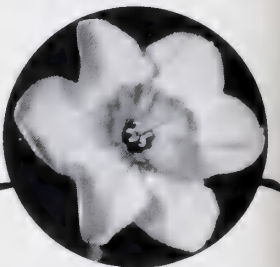


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WHAT IS BEAUTY IN A GARDEN?

CONTINUED FROM PAGE 145

as a whole. They fail on the score of achieving a harmony of the parts to the whole. Or the parts to each other. They can't see the whole garden because they see only the bloom on the end of each stem. Beauty does not automatically descend, just because there is a collection of well-grown plants in the garden. Such gardens may be fine horticultural exhibitions, but they cannot be called beautiful.

Neither can your garden be beautiful if it is not suitable to your land, or your way of life, or your ability to maintain it. You cannot compromise with either your personal or your land's needs. These needs include such widely diverse problems as climate, topography, your entertaining habits, your time (or money) for maintenance, the kind of soil, the size of your property. To strive for estate effects (long vistas, pleached allées, topiary pruning, and the like) on today's typical suburban lot is inappropriate and pathetic. In gardens, as all else, appropriateness is the core of good taste. Without good taste there can be no beauty.

ALL this boils down to this: Your garden must be suitable for your way of life, as well as suitable for your land. It must have a permanent background structure of woody plants, so arranged as to be sympathetic to the land contours and all other existing conditions. These woody plants must be chosen for the spot they are to occupy so they will thrive there and also enhance each other as to leaf textures and branch habits. In short, you must produce a calculated naturalism. You must compromise with Nature, using her com-

ponents as well as she would do.

Once you get this over-all, permanent scheme composed properly for your land, then, and only then, are you ready to begin with flowers and color—the icing on the cake. Most gardeners begin here, instead of way back at the beginning. And that is why, after all their work, their places still don't look beautiful.

PROPORTION is another crucial important ingredient in beauty: proper proportions of lines, sizes, colors and textures to each other. Good proportion banishes clutter. It prevents the distraction of confusion. Recall the beauty of the gardens shown on pages 142 through 145. This is the beauty proportion can give. There is a sympathy of one plant to another on the counts of size, leaf textures, leaf colors, etc. This is beauty.

Then there is motion and rhythm. Rhythm can pertain to line, or color, or sizes, or texture. To be beautiful, a thing of beauty must hold the attention of the eye. The circle has rhythm, but it bores the eye by demanding a monotonous repetition that allows no variety or no escape. Straight edges on flower beds aren't much better, even at the side of the lawn. It is not easy for the eye to grasp the reason for a straight line. But if there is a real reason for the straight line—a mowing edge strongly defined, a needed path or fence—the eye accepts the straight line for what it is, an honest necessity, therefore a part of beauty. Sometimes the zig-zag can replace the straight line. The eye appreciates this. It then has a chance to drop the

(Continued on next page)



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WHAT IS BEAUTY IN A GARDEN?

CONTINUED FROM PRECEDING PAGE

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line and then pick it up again.

But flowing curves are best of all. They make the eye sense the previous position of the line, and so lead it on with an awareness of the planned continuity within the design. This is why plantings in flowing groups rather than as individual specimens unify a garden. Group planting also can create motion through rhythm. When the groups are long and narrow, the eye speeds to the end of the curve. When the groups are short and squat, the eye moves leisurely.

Whatever the nature of the motion, whether due to rhythm in line, color, size, or texture, the eye must never be trapped in a place of no escape. Recall the monotony of the circle, or the monotony of a color in monotone.

Motion in a garden also is much more than just the movement of lines, colors, and sizes. The thing that affects plants most—the weather—changes from hour to hour. Lights and shadows are rarely still and probably never exactly twice alike. All this *causes a sense of motion* and so is an advantage. It offers the gardener a challenge denied the painter, sculptor, or musician.

CONTRAST provides the change of pace needed to prevent inattention. The eye will have nothing to do with the uninteresting. It is here that countless gardens fail. The garden that is monotonous to the eye bores the mind. Such a garden cannot be beautiful. Loving care and a green thumb cannot remedy the basic trouble, dullness.

Texture provides the best chance for contrasts. Many gardeners never realize what a variety of textures they have in plants, soil,

rocks, pavings, barks, fences, and walls.

Look at plants. They vary in texture from bold magnificence to exquisite jewelry. Leaves are fuzzy or slick, rough or smooth. They vary in size, abundance, depth of color, and arrangement on the branches. Think of the difference in texture of plants whose leaves at first glance look so much alike—pine and spruce needles, or elm and maple leaves. Unlike flowers, leaves are present for months at a time, and through all 12 months for the evergreens. Texture effects of leaves thus aren't fleeting. They are well worth careful planning.

FLOWERS, too, introduce texture—one texture when seen close up, and yet seemingly another texture when viewed at a distance. So do branches, bark, fruits, and seed-pods.

There should be harmony of texture, one plant to another, yet contrast (not too great). It is best to plant in long flowing groups, with occasional single, bold plants of unusual texture. Put in a simple, small plant once in a while to catch the interest of the discerning.

Consider, too, the different rocks, soils, paving, and building materials. There are he-man textures available, and others frankly feminine. There are those with surfaces that make you want to touch them. There are those which take on a new life in the sunlight. Texture is a fascinating adventure. No place offers wider variety for its enjoyment than a garden.

Sympathy for materials means, in garden designing, to recognize the needs of the plants. If the plants aren't thriving, beauty is impossible. Plants with different



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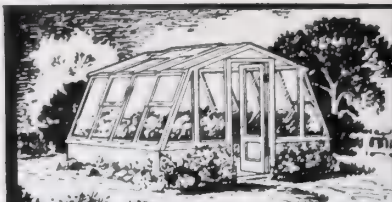
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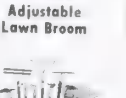
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needs for soil, moisture, or exposure cannot be grouped in one spot. No amount of fertilizing, spraying, or fussing can overcome the trouble for long.

Six rules are in order. 1. Don't fight Nature. 2. Develop a green thumb, which simply means to be a good observer who supplies the right help at the right time. 3. Pinch the tips out of weak, lanky growers to make them more bushy. 4. Use the shears judiciously when needed, but don't try to keep a plant at baby size by repeated close barbering. 5. Keep old flower heads picked off and the grass mowed. 6. Discard dead plants at once.

Then there must be an honesty in the use of the non-living materials—no concrete "rocks," no retaining walls that retain nothing, no paths that start or stop without reason, no steps that lead nowhere. Painted structures, when introduced in the garden, must blend with the plant colors and not overpower them. There shouldn't be any ridiculous slavishness to sentimental twaddle. For example, why banish white or pale yellow from a "blue garden" when to add them for contrast does so much for the particular blue flowers?

GOOD taste is no mystery. It simply means avoiding the grotesque and inappropriate. The garden must have a pleasing emotional appeal. Of course, tastes change. In gardening today, calculated naturalism is sought. Twenty-five years ago gardening was for show—ostentation for the landed gentry. There were vistas and allées clocks and flags in carpet bedding, and the topiary of birds in flight and living plants clipped into geometry. Gardens were a thing apart—to be seen only once in a while, at the end of the allée or the vista. Today this all seems ridiculous. Carpet bedding and topiary are considered the grotesque. Vistas and allées are impossible, as well as inappropriate, on today's small lots. Then, too, today we want close-up contemplation of plant groups. The terrace has brought the garden up to the house and into our living

(Continued on next page)



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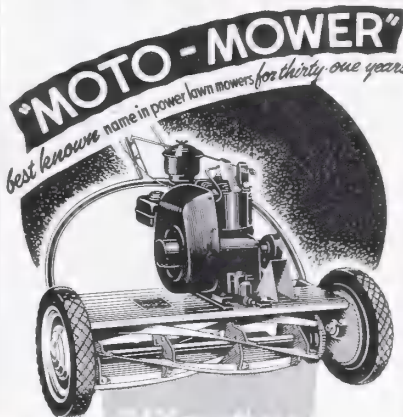
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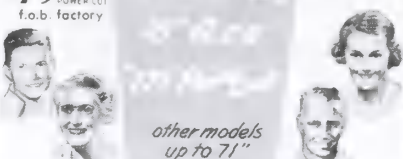
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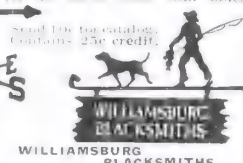
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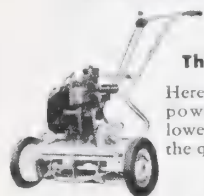
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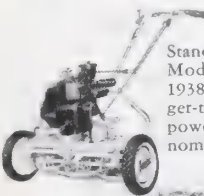
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WHAT IS BEAUTY IN A GARDEN?

CONTINUED FROM PRECEDING PAGE

room. Today people want to smell a garden. They want to hear the sound of the breeze, the raindrops and the birds chirping in their garden. They want to be able to touch the leaves, maybe taste them. They want to enjoy all the subtle intangibles that gardening implies.

WHY so few beautiful gardens?

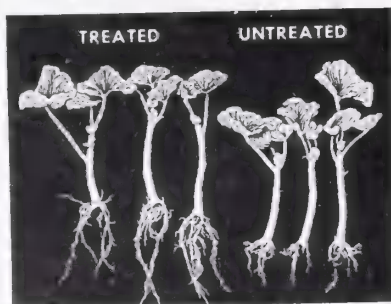
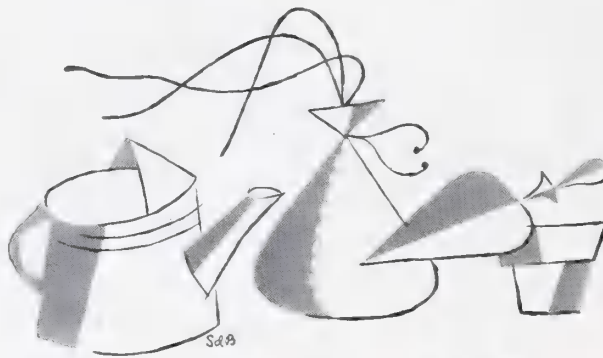
Most gardens belong to flower lovers. To these people the bloom is *the* thing. They see only one plant at a time. They are intrigued by the miracle of growth. They marvel at the beauty in a flower or in a leaf. But they can't look at a whole garden and appreciate it as a work of art. They care little for ecology. To them it is a stuffy business—"What difference which plants grow together in Nature?" The flower lovers care only to know how to grow the obsession of the moment. They make flower beds just to have a place to grow plants. They crowd one or two each of dozens of kinds of plants into a single bed. They pay no attention to the over-all effect of having the garden doesn't hold together.

The plant lovers say, rightly, that Nature is beautiful. But they forget that Nature can be spoiled by

man, that the very fact *man* builds the garden takes away some of the God-given gracefulness of plants in Nature.

Then there is the whole unfortunate business of rainbow, chasing for "continuous bloom all summer." Let's face it. It can't be done without a constant shifting of plants in and out of the flower bed. This takes pot gardening and all the tricks in the trade—and much cash. Those who build beauty around color—and most gardeners do—are doomed to futility and unhappiness. This beauty can be only short-lived.

THE beautiful garden must be built around the permanent ingredients of beauty. Aim at the simple beauty of plants, rocks, and water, arranged in the orderly casualness found when Nature makes a garden. First build the plant structure that determines the 12-month appearance of the garden, then add the flowers, bulbs, and roses you want to grow. Look for plants that are beautiful—not for newness or novel shape. And keep flowers for cutting in special beds away from the living garden. This way you will have a perpetually beautiful garden.



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PANTRY SHELF NEWS

CONTINUED FROM PAGE 247

delicious spread for canapes or on finger sandwiches that accompany a salad. I've never found anyone that didn't have a weakness for mushrooms. The addition of a little tangy mayonnaise, plus a spot of lemon or onion juice, makes the mushroom flavor sing out. The pâté is made wholly of tender, select mushrooms sautéed in creamery butter with the inimitable artistry Dutch Kitchen has with mushrooms, and then ground fine for easy spreading. Though the pâté is being packed commercially for the first time, it's long been a requested favorite whenever its makers cater a party. "Be sure to serve your mushroom caviar," customers say. That's a very apt description of its delicious flavor. I've been using the pâté, too, for cream-of-mushroom soup, omelets, and to stuff into the crown of baked tomatoes or spread over broiled ones. It makes things so very simple, and good. 6 two-ounce jars of the pâté cost \$2.95, Charles & Co., 340 Madison Ave., N. Y. C.

An Arizonian's pride in Arizona's Zahaiti golden dates brought to my desk a superb date-and-nut loaf that leaves no doubt that Arizona has good reason to contend it grows just about the finest dates in the world. I doubtless would never have had the good fortune to make the acquaintance of this delightful delicacy if I hadn't inadvertently put my head into the lion's mouth in the January edition of these columns when I waxed eloquent about the special good-

ness of the imported Sair dates used in the delicious Mary Demers date-and-nut loaf I was talking about. One of my trade readers in Arizona instantly took up the torch for Zahaiti dates and sent along his masterpieces to clinch the matter. I'm mighty glad he did, for the delectable, confection-like loaf is one of those regional products that come to my attention only by chance.

It's the most unusual date-and-nut loaf I've ever encountered. The dates are left whole and the nut meats are nugget size. When you slice through the rich, rich loaf, it appears to be nothing but layer upon layer of whole, pitted dates, intermixed with large pieces of walnuts. Look again, and you see here and there the golden-brown batter that holds the loaf together. The orange-blossom honey that's part of its make-up subtly adds its bouquet to the delicious concoction. Top each sliced-off portion with whipped cream, plain or spiked with orange curaçao or Cointreau for an extra-delicious flourish, and you have a great dessert in a flash for everyday or company serving. A 1-lb. loaf costs \$1; a two-pounder, \$2. Pantry Foods Co., 3437 E. Van Buren, Phoenix, Arizona.



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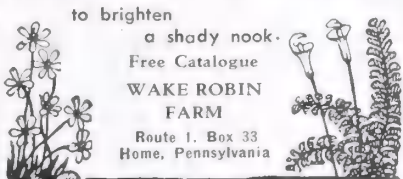
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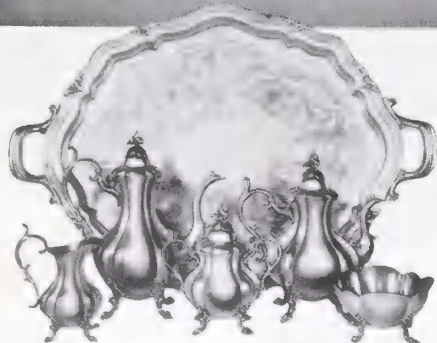


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• On our cover is a view into the rooms designed by T. H. Robsjohn-Gibbings for the Widdicomb Furniture Company. For more photographs of this new Widdicomb furniture, which is upholstered with Koylon foam rubber, see pages 128 through 133. The floor is of clay tile, courtesy of the Tile Council of America. Dining-room wall is common brick painted white. Rug is woven by V'Soske, Inc. Color photograph by Robert Damora.

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HOUSE BEAUTIFUL IS PUBLISHED MONTHLY BY HEARST MAGAZINES INC., 572 MADISON AVE., NEW YORK 22, N.Y. WILLIAM RANDOLPH HEARST, CHAIRMAN OF THE BOARD; RICHARD E. BERLIN, PRESIDENT; JOHN RANDOLPH HEARST, VICE-PRES.; GEORGE HEARST, VICE-PRES.; FRED LEWIS, VICE-PRES.; JOHN HERBERT, VICE-PRES.; A. S. MOORE, VICE-PRES.; ROBERT E. HAIG, VICE-PRES.; RICHARD A. HOEFER, VICE-PRES.; R. F. MC CAULEY, SECRETARY. COPYRIGHT © 1950 BY HEARST MAGAZINES INC. ALL RIGHTS RESERVED. ADVERTISING OFFICES: 572 MADISON AVE., NEW YORK 22; 1132 PARK SQUARE BLDG., BOSTON 16; 388 WEST MADISON ST., CHICAGO 6; 3712 FISHER BLDG., DETROIT 2; 720 EUGENE AVE., CLEVELAND 14; 1709 WEST 8TH ST., LOS ANGELES 14; RHODES-HAVERTY BLDG., ATLANTA 4. SUBSCRIPTION PRICES, UNITED STATES AND POSSESSIONS, \$5.00 FOR ONE YEAR; \$7.50 FOR TWO YEARS; \$10.00 FOR THREE YEARS. CANADA, \$5.00 FOR ONE YEAR. PAN-AMERICAN COUNTRIES AND SPAIN, \$6.00 FOR ONE YEAR. OTHER FOREIGN COUNTRIES, \$10.00 FOR ONE YEAR. FOR CHANGE OF ADDRESS, GIVE OLD ADDRESS AS WELL AS THE NEW, WITH POSTAL ZONE NUMBER IF ANY, AND ALLOW FIVE WEEKS FOR CHANGE TO BECOME EFFECTIVE. MANUSCRIPT MATERIAL SUBMITTED WILL BE HANDLED WITH CARE, BUT THE MAGAZINE ASSUMES NO RESPONSIBILITY FOR IT. NO UNSOLICITED MANUSCRIPTS WILL BE RETURNED UNLESS THEY ARE ACCOMPANIED BY FULL RETURN POSTAGE AND RETURN ENVELOPE. THE FOLLOWING TRADE MARKS REGISTERED: S. PATENT OFFICE "HOUSE BEAUTIFUL'S BUILDING MANUAL," "HOUSE BEAUTIFUL'S BUYING GUIDE FOR THE BRIDE," "HOUSE BEAUTIFUL'S PRACTICAL GARDENER," "HOUSE BEAUTIFUL'S HOUSE," "GOOD BUYS," "HOUSE BEAUTIFUL," "HOUSE BEAUTIFUL COMBINED WITH HOME & FIELD," "HOME & FIELD," "FIELD ILLUSTRATED," "BETTER YOUR HOME—BETTER YOUR LIVING," "WINDOW SHOPPING," "PACE-SETTER HOUSE," REGISTRATION PENDING. RE-ENTERED AS SECOND-CLASS MATTER OCTOBER 25, 1943, AT THE POST OFFICE, N.Y., UNDER THE ACT OF MARCH 3, 1879. PRINTED IN THE U.S.A. THE CUNEO EASTERN PRESS, INC.

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Waste Bowl \$20.00

Pieces in Melon design, not shown:
Well and Tree Platter . \$37.50
Entree Dish \$57.50

Coffee Pot \$50.00
Creamer \$27.50
Tray, large (26 in.) . . . \$90.00

Gravy or Sauce
Bowl and Tray . . . \$42.50
Tray (22 in.) \$55.00
Water Pitcher (2 qts.) \$37.50

Federal tax additional

At fine jewelry stores and silverware departments

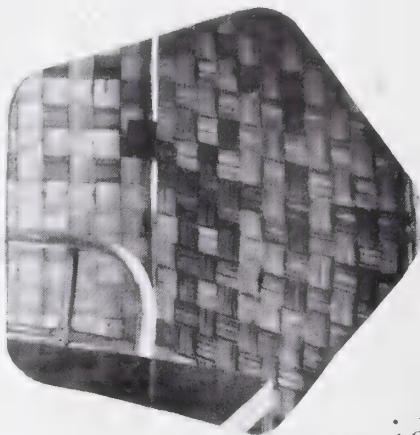
*TRADE MARKS OF ONEIDA LTD.

COPYRIGHT 1950 ONEIDA LTD.



NEW! Kettle and Stand, \$125. Kettle hinged to stand with safety catch for ease in pouring.

Puerto Rican screen
of woven, native
pandanus. Separates
the dining area from
the rest of the house
and supplies an appro-
priate background for
your rattan pieces



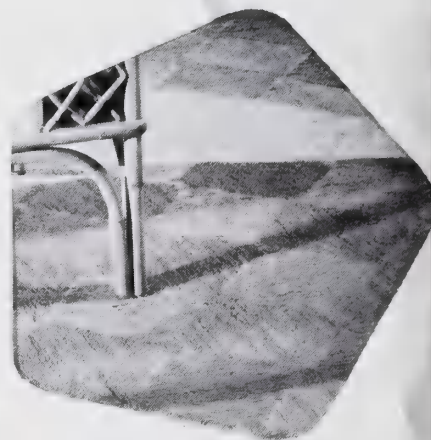
year 'round decorating ideas

In a Summertime Mood

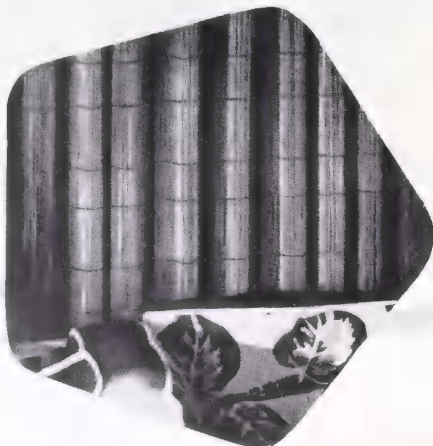


Dining Table, No. 7304. Arm Chair, No. 7006CU.
Side Chair, No. 7106. Pandanus Screen.
Split Bamboo Draperies.

Ficks Reed Dining Room Group of
Rattan Furniture Designed by Paul Laszlo.



Floor covering of woven
hemp squares! A naturally lovely
setting for your Ficks Reed
furniture, this material
is long wearing and easy
to keep clean.



"Matchstick" draperies of
split bamboo. Strikingly
translucent (light comes
through, but privacy is
assured), they're dramatic
accents for large window
areas. Wonderful, too,
as room dividers.

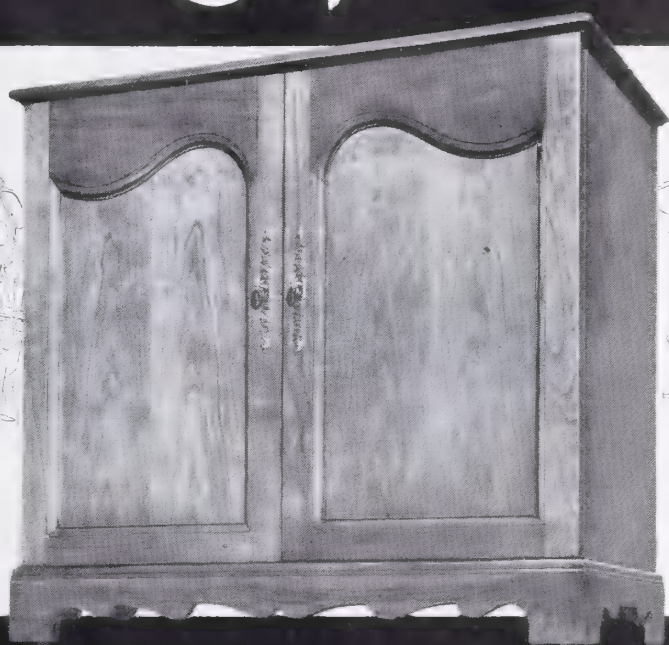
Let's make *every* home a *summer* home! One way
to capture the essence of happy "vacation living"
is to decorate with genuine rattan furniture
and correlated accessories by Ficks Reed.
It's summer in your house all year 'round!
At your favorite furniture or department store
or through decorators.



Ficks Reed Co.

CINCINNATI 14, OHIO

THE INCOMPARABLE *Capehart* PHONOGRAPH · RADIO



The CAPEHART French Provincial. Fashioned from cherry with fruitwood finish. Plays all sizes — all types of records — all automatically. AM-FM radio. Ample record storage space. \$395.

WITH ITS RENOWNED...

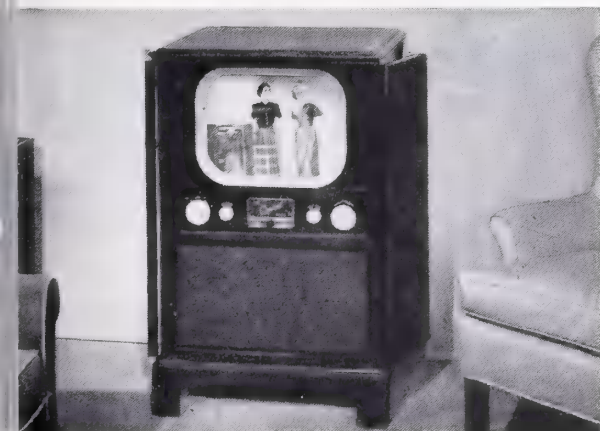
Capehart Symphonic-Tone **SYSTEM**

Traditional Capehart Quality

at the Lowest Price in Capehart History!



The CAPEHART Chippendale. Authentically styled and finished in highly polished rich mahogany. AM-FM radio. Plays all sizes — all types of records — all automatically. Ample record storage space. \$395.



The CAPEHART Cambridge. Big 16-inch television picture. Rectangular direct-view tube. Luxurious mahogany finish. One of many models ranging in price from \$269.50 to \$795.†

Listen to Capehart's glorious true-timbre *tone*! Let Capehart transport you to a new level of musical enjoyment!

Here is the exclusive Capehart Symphonic-Tone System — giving you your true-timbre tone that has made the name Capehart world-famous for a generation. Here is the ultimate in faithful musical reproduction. And here, too, is Capehart's authentic styling and luxurious master-crafted cabinetry!

Yes, be glad you've waited. Now —today— Capehart is yours at an amazingly low price. Now today you may enjoy the musical pleasures which only a Capehart can bring to you. The distinction of owning a famous Capehart.

You can have television with your phonograph-radio or *television* alone —in any event, be sure to see the Capehart—the instrument with incomparable tone and sensational Polatron* picture.

THE WORLD'S FINEST INSTRUMENTS FOR HOME ENTERTAINMENT



CAPEHART-FARNSWORTH CORPORATION, Fort Wayne, Ind.
An Associate of International Telephone and Telegraph Corporation

*T.M. Reg.

†Plus Fed. tax

Western prices slightly higher.

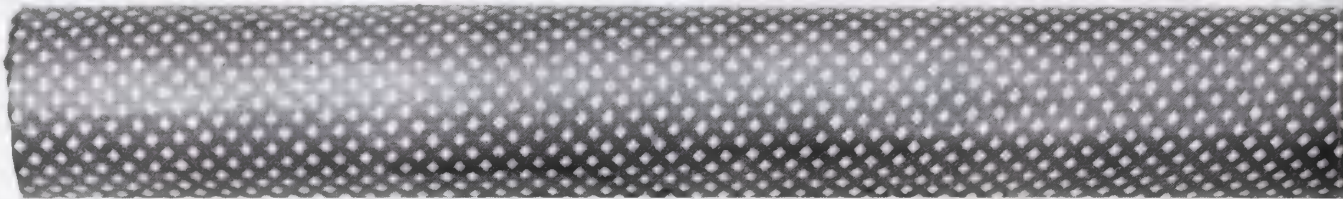
TEXTRON

TEXTRON

TEXTRON



See these exciting fabrics
come to life in actual
room displays at the
following fine stores



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Boston, Mass.
Clayton, Mo.
Danville, Ill.
Davenport, Iowa
Decatur, Ill.
Elgin, Ill.
Elyria, Ohio
Erie, Pa.
Fort Lauderdale, Fla.
Fort Smith, Ark.
Grand Rapids, Mich.
Houston, Texas
Jacksonville, Fla.
Jackson, Mich.
Joliet, Ill.
Kewanee, Ill.
Lansing, Mich.
Longview, Texas
Lubbock, Texas
Miami, Fla.
Minneapolis, Minn.
Montgomery, Ala.
Moultrie, Ga.
Muncie, Ind.
New York, N. Y.
Northgate, Wash.
Ottawa, Ill.
Pasadena, Calif.
Peoria, Ill.
Philadelphia, Pa.
Pimlico, Md.
Portland, Ore.
Richmond, Va.
Rockford, Ill.
Rockford, Ill.
St. Louis, Mo.
St. Paul, Minn.
San Diego, Calif.
Seattle, Wash.
Spokane, Wash.
Tacoma, Wash.
Tampa, Fla.
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THE YEAGER CO.
JEANNE HILBISH
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BLOCK & KUHL CO.
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COBB'S
BURDINE'S INC.
DAYTON CO.
MATHEWS FURNITURE CO.
DAVID'S
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BLOCK & KUHL CO.
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JAMES S. JONES & CO.
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Classic color, classic quality, classic character

Not owed to a Grecian urn—the actual designs of Textron's present day classics. But there is the same satisfying impression of fitness...timelessness...universality. The same feeling of fulfilling each practical requirement with utmost beauty. Regardless of their realistic price-ranges—all Textron's correlated groups of fabrics share a basic kinship in color as well as in character of patterns and textures — making it fun to round out the scheme of a room, helping you turn it from a mere place into a rich experience.

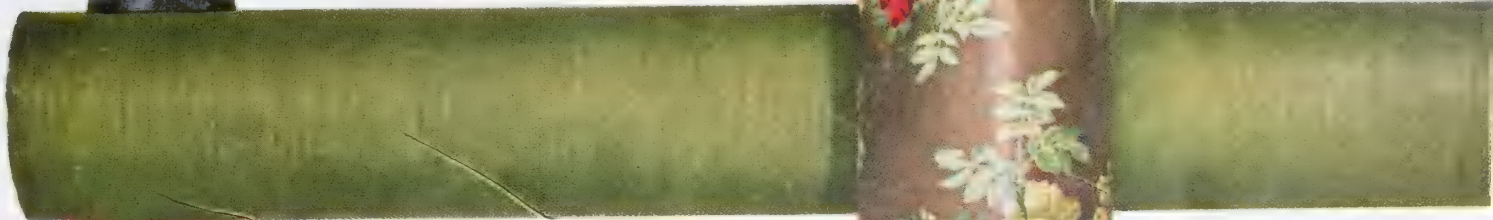
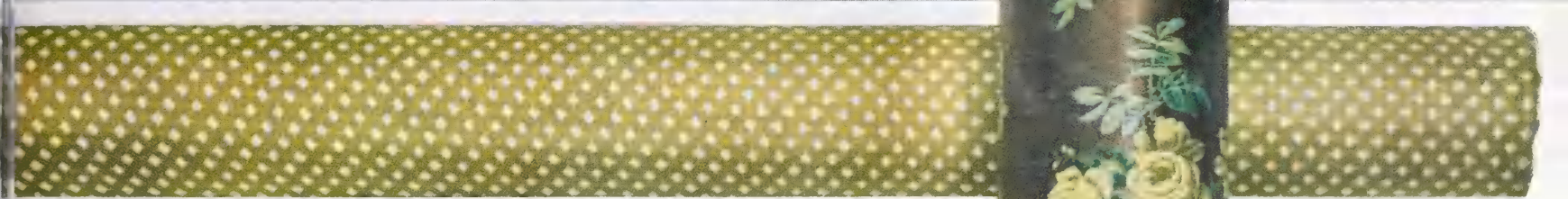
TEXTRON Inc.

Drapery Fabrics Division,

350 Fifth Avenue

New York 1, N. Y.

TEXTRON **TEXTRON** **TEXTRON**





THE ALEXANDER SMITH FLOOR-PLAN RUG above cost only \$167.00 in the 12' x 15' size that fits this living-room nearly wall-to-wall. A made-to-measure rug, in this broadloom quality, would cost you

many dollars more. All Floor-Plan Rugs are priced at a comparable saving to you, because they are ready-made. Forty broadloom patterns, in five fine qualities, assure you of a wide choice at your price.



*You can
afford broadloom!*

Floor-Plan Rugs

are ready-made to fit...priced easy-to-buy

Price the Alexander Smith Floor-Plan Rugs in your favorite store. You'll see how you save when you buy your broadloom ready-made to fit your room...just as you always save when you buy anything ready-made instead of made-to-measure. Choose from forty beautiful broadloom patterns, in twenty room sizes. Roll out a Floor-Plan Rug in your home, for the beauty of broadloom nearly wall-to-wall...without the bother or expense of custom installation.

Alexander Smith

FLOOR-PLAN RUGS  BROADLOOM CARPETS

9' x 12' prices for the Floor-Plan patterns above are about \$74.50 to \$119.50 in most localities.

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Alexander Smith & Sons Carpet Company
285 Fifth Avenue, New York 16, N.Y.

I enclose 25¢ for your new 24-page color-scheme book, "Colorama," showing me how to use color in my home.

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NEW— for beautiful bathrooms

Stunning decorator patterns

in shower ensembles by **Hygiene**

*Popular Brighton pattern—
in many colors.*

YOU'LL love these handsomely styled new bathroom ensembles of matching shower curtain and ruffled window drapes. They come in a wide selection of the very latest decorator patterns—in many lovely color combinations, both pastels and the dramatic new dark shades so fashionable today. They add a look of luxury to any bathroom.

Colorfast — easy to clean

These beautiful Hygiene curtains keep their good looks for life because they are made of Goodyear Vinylfilm—the plastic that feels and drapes like satin. Goodyear Vinylfilm is waterproof, sun-resistant, it always looks soft and rich. And it cleans spotless with a whisk of a damp cloth.

Be sure to ask for Hygiene shower curtains and ensembles, made from quality-tested Goodyear Vinylfilm. They're moderately priced—at better stores everywhere.

*advertised in
HOUSE BEAUTIFUL*

Hygiene

*The Bathroom's Shower Curtain
Look for the matching window drapes
that complete the ensemble*

Look for this tag

American Beauty Curtain . . . about \$2.95
Matching Ruffled Window Drapes . \$2.95

Hygiene Shower Curtain Mfg. Co., Inc.
New York, Chicago, Los Angeles



It's Here! The New Revolutionary UNIVERSAL *Select-a-Range*

**WITH THE
CONVENIENCE
LEVEL OVEN**

**No Stooping!
No Bending!**



Never Before a Range Like This!

HERE IT IS . . . the dramatic new Universal Select-a-Range. The first major advance in electric range design in 25 years brings you the sensational no-stoop "Convenience-Level" oven with de luxe cooking features . . . right or left hand ovens . . . three times more storage space!

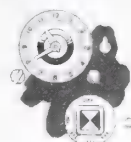
Yes, here's a wonderful new cooking experience for you. From now on you can bake, roast and broil at "Conven-

ience-Level" . . . the right level for you. No more bending over a low conventional oven. Select-a-Range banishes tiresome stooping to tend a roast or bake a cake . . . the struggle to lift a heavy steaming-hot turkey from the oven.

This is the range designed with you in mind . . . with everything you've always wanted. See the Select-a-Range at your Universal dealer's today.



Right or left hand oven set to fit you at the height you select . . . your own "Convenience-Level." No stooping . . . no bending!



It's conveniently automatic! Push-button pre-heat. Automatic Timer controls oven. Fast 7-heat "Monotube" units swiveled for easy cleaning.



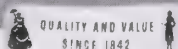
Three times more storage space puts all your utensils and cutlery right at your fingertips!



Over 25 Select-a-Range variations. See how Select-a-Range flexibility fits every cooking need. Send for your copy of Universal's new Kitchen Planning Guide with six Select-a-Range kitchens designed by Royal Barry Wills.



UNIVERSAL



Centennial Anniversary Presentation

LANDERS, FRARY & CLARK
NEW BRITAIN, CONN.

Send me my copy of the Select-a-Range Kitchen Planning Guide with six new Royal Barry Wills kitchen plans in full color. I enclose 15¢ to cover handling and mailing.

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Prized for their practical beauty

Your instinct for beauty, your sense of economy... both so satisfied when your table is set with Quaker Lace! These exquisite designs, give a traditional feeling of gracious living to your home. And you'll discover how truly practical a Quaker Lace Cloth can be. Spots sponge off easily, wrinkles smooth away with the lightest touch. So simple to keep fresh, so sturdy... to use and enjoy every day... and for years!



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Sales Office: 330 Fifth Ave., New York 1, N.Y.

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It's smart . . .
to set your table with*

ALVIN^{*}
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"Southern Charm"TM

"Chateau Rose"TM

"Chapel Bells"TM

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"Romantique"TM

Select the pattern of your choice
and see how it enhances your table appointments
and reflects your good judgment . . .
and how your guests will welcome it
in use . . . admiring your good taste . . .
it is genuine sterling . . . "solid" silver
through and through . . . and its
timeless beauty and quality will delight you always . . .
inexpensive, too, for this finest in table services.

See it . . . buy it . . . at your jeweler's

Write us for illustrated price folder.

THE ALVIN SILVERSMITHS

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A GIFT OF ALVIN STERLING IS A GIFT OF DISTINCTION

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Once again, Widdicomb, crafters of superb furniture, and T. H. Robsjohn-Gibbings, famed contemporary designer, collaborate magnificently. Now they turn their talents to furniture for the indigenous American house. In all of these quietly beautiful pieces you will find the same fusion of grace and strength that is the basis of fine current architecture.

Bloomingdale's is proud to present this furniture in our new "Widdicomb Gallery" on the 5th Floor. Here we show how these indigenous American pieces for every room fit into today's scheme and scene.

Noteworthy, too: For furniture of this caliber it is modestly priced. Shown: Dining table, 249.00. Buffet, 269.00. Side chair (in muslin), 45.00. Armchair (in muslin), 54.50. Other individual pieces from a table at 49.50 to a sofa (in muslin) at 625.00.

Widdicomb Gallery, 5th Floor
New York store only—Lexington at 59th Street

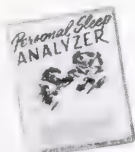
wake up Fresh
as
Spring Air

enjoy a "Spring Air
Rest treatment!"



© 1950, SPRING-AIR COMPANY

How glorious are the mornings after a few nights rest treatment on a Spring-Air mattress and matching box spring. Spring-Air is scientifically designed to respond to your body contours yet give perfect sleep posture support . . . to aid nature in restoring your energy through relaxing rest treatments . . . to give you more rest from every sleeping hour! After only a few nights on a "Zoned Comfort" Spring-Air, even if you sleep two in a bed, you'll never settle for anything less. Now, Spring-Air's revolutionary, new Sleep Check Chart quickly shows which mattress is *best* for your weight and build. Ask your dealer to show it to you! See this revealing chart today.



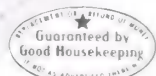
FREE . . . SCIENTIFIC GUIDANCE to help you select the mattress best suited to YOUR weight and build. Research now shows you how to buy with confidence based on *facts*, not just by guess or appearance! See the large master "Sleep Check Chart" at your Spring-Air dealer's or write for your personal copy of the "Sleep Analyzer". It's FREE. Address dept. 507, SPRING-AIR COMPANY, HOLLAND, MICH.

SPRING-AIR IS ZONED FOR COMFORT

NO-SAG
EDGE
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BODY
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BUOYANT
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FOOT ZONES



THE MATTRESS USED IN OVER 1000 FINE HOTELS ■ 2000 HOSPITALS ■ AND NEARLY 2,000,000 HOMES



Suit by Monte-Sano & Pruzan

*He too is pleased with every step
when you select . . .*

Spongex[®]

Sponge Rubber Rug Cushion

The finest in luxurious

comfort underfoot





CRISS CROSS—90-inch length in standard weave with big snowflake dots costs under \$6.00. Other sizes and fabric combinations available.

Pick your price

With curtains of Hathaway Dots price is a *pleasant* surprise! You can have a full and fluffy pair of these charming curtains with the woven-in dots for as low as \$1.50...and there are many other styles and sizes which cost very little more! You'll find these fresh and fashionable curtains in all stores.

NEATEST TRICK—a pair of Hathaway Dots curtains make swag valances over two windows curtained with Hathaway Nylon Marquisette. Smart and economical!



All Thru the House

BEAUTY ON A BUDGET



TAILORED—90-inch length in standard weave with pebble dots costs under \$3.00... beautiful decoration at such modest cost!

Any choice is a good one

The minute you hang these crisp and fluffy curtains your whole room will lighten, brighten, look fresh and gay again! They come in a wide variety of sizes to fit every window—and styles to suit every taste. So ask for Hathaway Dots and Hathaway Nylon Marquisette! You'll discover they're as practical as they are pretty!



PRISCILLA STYLE—54-inch length in standard weave with pin dots costs about \$3.50! All prices vary according to curtain size and type.

Pick your pattern

You're bound to find the perfect curtain for your every need! For Hathaway Dots come in seven fabric combinations of dots and weaves and many smart styles. So why wait? You *can* brighten your living without breaking your budget! Buy some today...but be sure they're made of this fine, dependable fabric.

COTTAGE SET—54-inch length in standard weave with pebble dots costs under \$1.50... the perfect curtain for kitchen or bathroom.

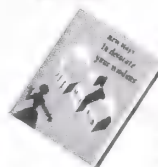


America's favorite curtains are made of

HATHAWAY DOTS



FREE!
Decorators' Booklet
Showing New Ways
to Decorate
Your Windows.



HATHAWAY MANUFACTURING CO.
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Send free curtain booklet to:
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Boone, Iowa. The Riekenberg Co.
Boston, Mass. Jordan Marsh Co.
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Bridgeport, Conn. Howland Dry Goods Co.
Bridgeport, N. J. Zambone's Store
Buffalo, N. Y. The William Hengerer Co.
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Burlington, N. C. Textile Sales Room
Caldwell, N. J. The Cotton Shop
Calexico, Calif. Jo-Ray Fabrics
Canton, Ohio. Mackenzie & Jones
Cedar Falls, Iowa

Hughes Home Furnishings
Cedar Rapids, Iowa

Smulekoff Furniture Co.
Charleston, W. Va. Stone & Thomas
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Englewood, N. J. Sklar, Inc.
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Evansville, Ind. The Curtain Shop
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Flint, Mich. C. McDougall Co.
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Fresno, Calif. E. Gottschalk & Co., Inc.
Germantown, Pa. George Allen, Inc.
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Gloucester, Mass. Barnett Fabric Stores
Great Neck, N. Y. Creative Decorators
Greenville, S. C. Belk-Simpson Co.
Hackensack, N. J. Lyric Silk Shop
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Crossland Furniture Company
Hartford, Conn. G. Fox & Co., Inc.
Hibbing, Minn. Herberger's
Highland Park, Calif. Ivers Dept. Store
Hillsboro, Ohio. Hillsboro Dry Goods Store
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McAuslan & Wakelin Co., Inc.
Huntington, N. Y. Asher's Fabric Shop
Huntington Park, Calif. Reine's
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Joliet, Ill. Boston Store
Kansas City, Mo. Duff & Repp Furniture Co.
Keokuk, Iowa. Sullivan & Auwerda
Keypoint, N. J. Yarncraft by Sylvia
Kingsport, Tenn. W. B. Greene Co., Inc.
Laconia, N. H. Lougee-Robinson Co., Inc.
La Crosse, Wisc. Wm. Doerflinger Co.
Lafayette, Ind. Loeb's, Inc.
La Grange, Ill. Harmon-Irons Co.
Lancaster, Ohio. Chas. P. Wiseman Co.
Lansing, Mich. Bretz Drapery Shop
Las Vegas, Nevada

Ronzoni's of Las Vegas
Lawrence, Kansas. Terrill's
Lawrence, Mass. A. B. Sutherland Co.
Lexington, Ky. Purcell's
Lexington, Mass.

Baker's Dress Goods Shop
Litchfield, Minn. Greep-Trueblood Co.
Long Beach, Calif. Buffum's
Lorain, Ohio. Smith & Gerhart, Inc.
Los Angeles, Calif. Bullock's
Louisville, Ky. Ben Snyder
Luverne, Minn. Nelson Bros.
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Memphis, Tenn. John Gerber Co.
Merced, Calif. The Sterling
Miami, Fla. Burdine's
Middletown, N. Y. Tompkins D. G. Co.
Middletown, Ohio. The John Ross Store
Mill Valley, Calif. Albert's
Milwaukee, Wisc. Gimbel Brothers
Minneapolis, Minn. The Dayton Co.
Modesto, Calif. Town Yardage Shop
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New Britain, Conn. Davidson & Leventhal
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New Rochelle, N. Y. Patchen Bros.
Newton Corner, Mass.

Barnett Fabric Stores
New York, N. Y. B. Aliman & Co.
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North Platte, Nebr.

O'Connor Dept. Store, Inc.
Norwalk, Conn. Tristram & Fulier
Norwood, Mass. Bakers Dress Goods Shop
Oakland, Calif. H. C. Capwell Co.
Oak Ridge, Tenn. Castro & Wilde
Omaha, Nebr. Fries Drapery Shop
Orange, N. J. Orange Mill End Shop
Orlando, Fla. Bryant-Hills, Inc.
Oskaloosa, Iowa. Alsop's
Oxnard, Calif. Lehmann Bros.
Pacific Grove, Calif. Holman's Dept. Store
Paducah, Ky. Watkins of Paducah
Painesville, Ohio. Carlisle-Allen Co.
Palo Alto, Calif. Waltz in Palo Alto
Pasadena, Calif. Bullock's Pasadena
Passaic, N. J. Herman Bros. Silk Shop
Paterson, N. J. Meyer Bros.
Penns Grove, N. J. Dumoff's Dept. Store
Philadelphia, Pa. John Wanamaker
Phoenix, Arizona. Dressmaker Fabrics
Pittsburgh, Pa. Kaufmann's
Plainfield, N. J. Schwartz Fabric Shop
Point Pleasant, N. J.

Johnson's Furniture Mart
Pontiac, Mich. Moll's Inc.

San Francisco, Calif. City of Paris
San Gabriel, Calif. Empire Silk Store
San Jose, Calif. The Twins Yardage Store
San Luis Obispo, Calif. Rileys
San Rafael, Calif. Albert's, Inc.
Santa Barbara, Calif. Trenwith's, Inc.
Santa Monica, Calif. H. C. Henshey Co.
Sarasota, Fla. Wolstenholme's
Schenectady, N. Y. H. S. Barney Co.
Scranton, Pa. Stoehr & Fister
Seattle, Wash. The Bon Marche
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Sioux Falls, So. Dak. Fante Bros., Inc.
Sidney, Montana

Yellowstone Mercantile Co.
Silver Springs, Md. The Hecht Co.
Somerset, Ky. Somerset Dept. Store
Somerville, Mass. Barnett Fabric Stores
Somerville, N. J. Somerset Textile Store
South Norwalk, Conn. Lief Textile Co.
Spencer, Iowa. The Bee Hive, Inc.
Spokane, Wash. The Crescent
Springfield, Mass. Albert Steiger Co.
Stamford, Conn. Four In One Shop
Storm Lake, Iowa. The S. & M. Store
Stroudsburg, Pa. A. B. Wyckoff, Inc.
Summit, N. J. Carroll's Dept. Store
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Raleigh, N. C. Weaver Textile Co.
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Reno, Nevada. Cambar Fabrics Inc.
Roanoke, Va. The Curtain Shop
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Toms River, N. J. Lee's Fabric Center
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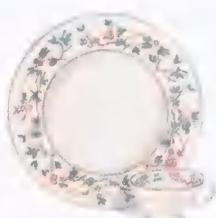


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the favorite wood of early American cabinet makers, is most popular with smart, young American home-makers today. This lovely new *Cherrywick Group* combines the warm, rich beauty of solid cherry, authentic traditional design, and the fine cabinet-making skill of Kling craftsmen.

It's a joy to create the room you have dreamed of around this

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Your *Cherrywick* furniture will blend perfectly with either, or a combination of both. Ask for Kling's *Cherrywick* by name.

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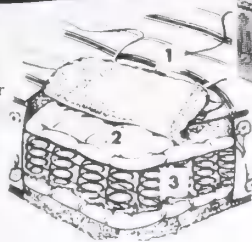


You just can't stay awake when you stretch out on a **SYLCON**

There's so much downright comfort built into every Sylcon mattress . . . it's actually sleep inducing. From the perfected body-balanced innerspring unit to the downy comfort of the quilted cover Sylcon designers have made relaxation the prime function of this modern mattress. For nights of more restful sleep and days of renewed vitality . . . get a Sylcon . . . it's smoother to sleep on.

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Here is the secret of Sylcon long-life comfort. **1.** Luxurious Sta-rite quilt top cannot shift or become lumpy. **2.** Muslin back of quilt top (covering comfort cushioning over coil springs) is securely fastened to inner-spring unit. **3.** Balanced innerspring assures scientific body support.



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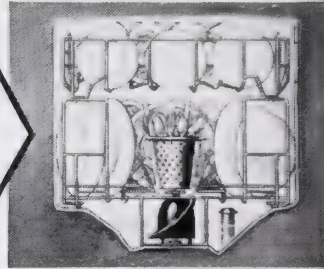
**DISHES ACTUALLY
DRY IN THEIR
OWN HEAT!**

WHAT OTHER DISHWASHER CAN MATCH THESE FEATURES:

- ★ Top-opening for easy "sink-level" loading!
- ★ No stooping, no squatting!
- ★ GIANT capacity—holds a WHOLE DAY'S DISHES for family of four!
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When lid opens after washing operation (automatically, too!) hot air rises upward . . . evaporation action takes place . . . dishes ACTUALLY DRY IN THEIR OWN HEAT!



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Also see the new G-E Portable Dishwasher.



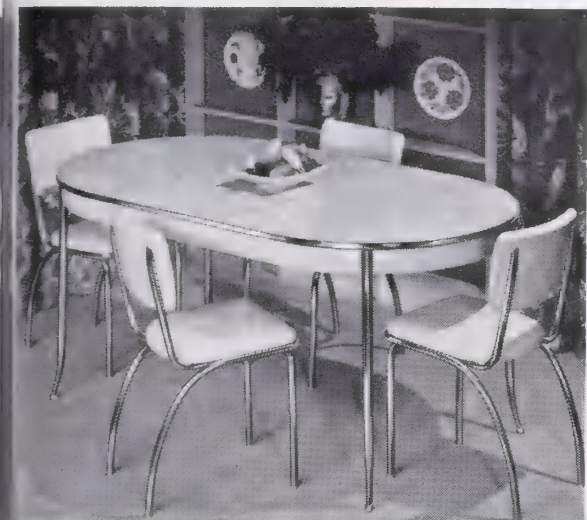
GENERAL



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Shopping for Chrome

THAT'S EXACTLY RIGHT FOR YOUR HOME



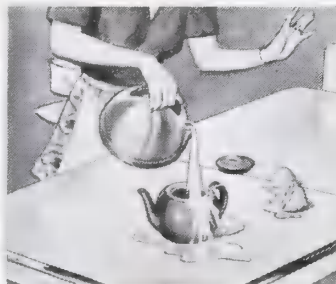
This 35- by 65-inch oval extension table can seat six or even eight comfortably, when occasion requires. Its *Plastex** top comes in several colors, with Du Pont plastic chair upholstery matching exactly. In most places this 5-piece Howell set, No. 500-81, retails at about \$85.00.



A genuine *Formica** top, in rich colors, distinguishes this roomy Howell table—36 by 60 inches, extended. With four *de luxe* chairs, as illustrated, this set, No. 611-97, retails at about \$140.00 in most stores. A similar table extending to 6 feet is also available.



Howell pedestal-style tables, new and popular, provide generous leg-room. Widths are 30 and 36 inches—some extending to 60 inches; others to 65 inches. *Formica* or *Plastex* tops come in many colors. 5-piece sets retail at from \$90.00 to \$125.00, depending on size and kind of table top.



The colorful beauty of the new scientific plastic tops on all Howell tables is unaffected by boiling water, alcohol, lemon juice, hot fats, etc., which would have left telltale marks forever on dining-room furniture a generation ago.



Howell dinette furniture needs almost no attention to keep it lovely looking indefinitely. Table tops and upholstery clean like new with a damp soapy cloth. And the chrome-plated legs of tables and chairs are practically scuff-proof.



There are many different Howell chair models, in addition to those illustrated. Long-wearing, easy-cleaning Du Pont vinyl plastic *Fabrilite** upholstery offers a choice of rich colors and patterns. At your dealer's, select the chairs you like best.



A favorite set—with *Plastex* table top in "Seashell" pattern (choice of colors); extends from 30 by 42 inches to 54 inches. Chair upholstery by Du Pont matches top color and pattern exactly. This 5-piece set, No. 540-81, makes home-furnishing budgets go far. Only \$69.95 in most freight zones.



A space-saving model—ideal for small homes, apartments, and dining alcoves. The *Formica*-topped table is 30 by 48 inches, but extends to 60. In many colors, with four beautifully upholstered chairs. It's Howell set No. 601-81—costing only about \$95.00, in most stores.

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Chromsteel KITCHEN & DINETTE FURNITURE
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Illustrated booklet and name of dealer nearest you supplied on request.



Carson's 31 inch Gallery Lamp

the height of
distinction 19⁹⁵

Of milk glass with font of clear ruby red or bottle green... mounted with brass, smooth as satin. The opaque shade, in antiqued white, uses a pierced brass gallery to crown its glory. 31 inches tall, with 3-way indirect lighting, this lamp distributes its illumination high, wide, and handsome. 19.95 complete.

■ Lamps, seventh floor
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Window

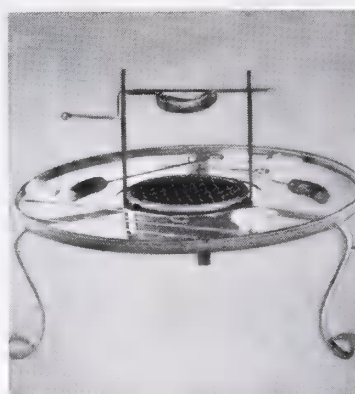
Merchandise, except personalized items, may be returned for refund by firms involved. Price subject to change. Happy Window Shopping.



UP A TREE. We've never seen anything like the stark realism of this life-size bronze cat, painted white to show up against a tree or in a garden. He comes with a metal hanger for a secure and dramatic setting, and if you have him climbing up a tree trunk, crouching over a roof edge, bet your noisy starlings will take a powder! \$8.50 ppd. Edith Chapman, 50 Piermont Ave., Nyack, New York.



CHEERFUL EARFUL. Spend a lot of time on the telephone. We also wear earrings. We also smoke. So for us, Pink Ear is ear-replaceable. Carry your telephone earring to its logical use for clearer and more comfortable hearing. Use the tray section for cigarette ashes. Made of glazed pink ceramic. \$1 ppd. Kretzschmar Town Shop, Westerly, Rhode Island.



COCKTAIL BAR-B-QUE. Down with the not so hotdog, chilled cheese dream! The pipe hors d'oeuvre has invaded the dining room! Over charcoal, you grill onion rings, tomato slices, spicy sausages, tiny kabobs; and guests can twirl their own on a whirling spit. For summer cocktail time, transfer it to patio. Wrought iron and glass, 15 1/2" wide. \$9.95 ppd. Malcolm's, 10 N. Charles St., Baltimore, Md.



DAISIES NEVER TELL. Where thirsty guests have their glasses, because they're rubber coasters that give sure protection to table tops while they bloom with the sweet freshness of springtime around your room. Incidentally, if you color their petals, each one promises that "He Loves You." Set of 12 is \$1.95 plus 15c postage. They come from Crane's, 419 57th St., New York 22, N. Y.



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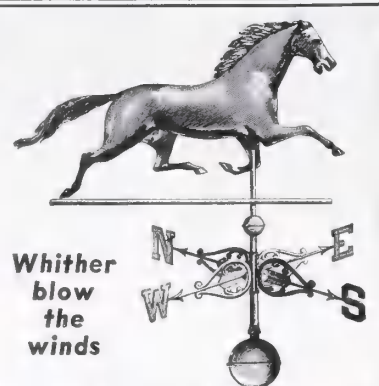
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Smallest, 6 1/2" x 7 1/2"

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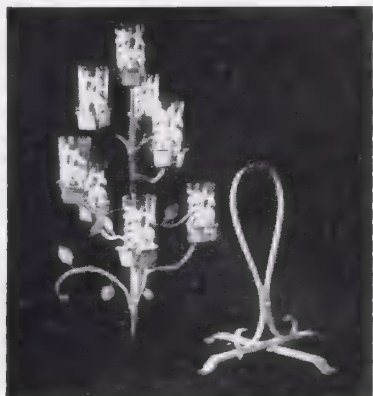
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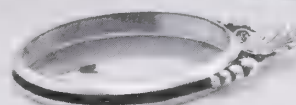
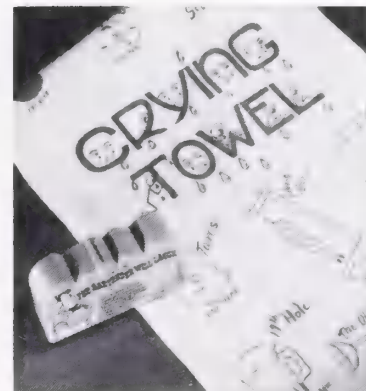
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of wrought iron in black finish. The heavy spun steel tray, alcohol and heat proof, will not buckle and comes in choice of green or red hammertone enamel baked on both sides. Can be used as tray stand, or tray reversed fits snugly as a table. Stand 20" high overall; tray 18" in diameter. Complete, postpaid in 48 states, \$9.45

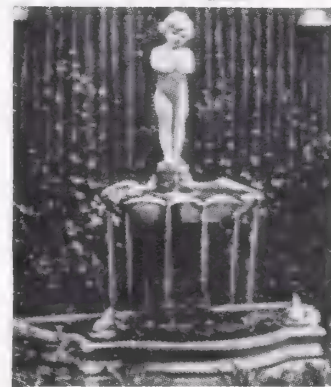
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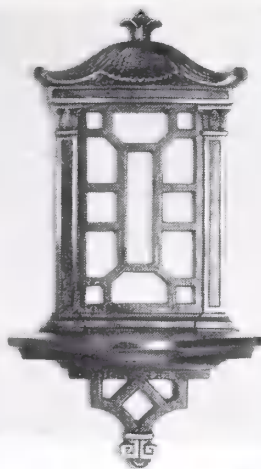
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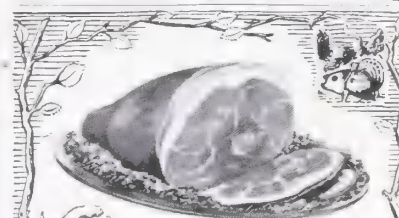
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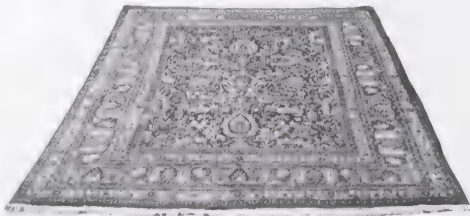
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**WILLIAM
Spencer**

710 CHESTNUT, PHILA. 6

A New Taste Thrill . . .
Ivory Milk Coated Candies

Something different to serve to your friends and bridge club. A pleasing assortment of luscious creams, chewies and nuts coated in a new chocolaty tasting ivory milk coating. Be the first to serve them.

ORDER BY MAIL (Postpaid)
1 and 2 lb. boxes \$1.50 lb.
NO C.O.D.'S

GOSS CANDIES

(Fine Candies for 50 Years)

500 Valley Street Lewistown, Pa.

EARLY AMERICAN REPRODUCTION
SOLID MAHOGANY FOOTSTOOL

bearing the solid mahogany seal of approval

For your own fireside, for that gift with the delightful touch . . . this solid mahogany, Queen Anne footstool covered with petit point tapestry in a beige enhanced by delicate embroidered flowers. Only old Cape Cod craftsmanship can give you such charm and quality at this low price. 13" long and 13" wide. **\$9.95**

Also available in muslin—\$9.45

Postpaid anywhere in the U.S.A. Satisfaction guaranteed or your money refunded. Write:

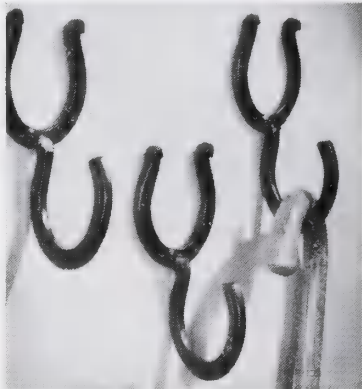
Falmouth Nook Box 48D
Teaticket, Cape Cod, Massachusetts



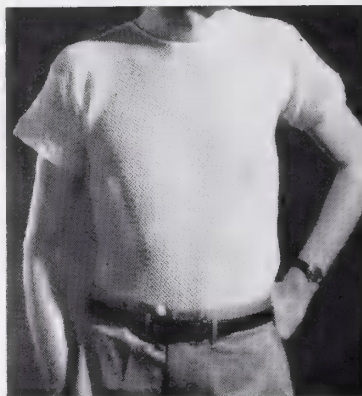
Window



EMBRACEABLE EWE. Ma and her lamb have been "the way" about each other since you were in diapers, but this is the first time there's been spice in their wooing. Here you see the as smooching salt and pepper shakers, made of colorful glazed pottery, and they'd be a darling love set for a summer table. Just \$1.25 the pair postpaid. Order them from Agnestrang, 39 West 8th Street, New York 11, N.Y.

**PONY SHOE HOOKS: 75c**

These are the most satisfactory hooks we've ever thrown a coin over, but their uses are so numerous you won't be satisfied with less than a dozen. In a child's room they'll get everything off the floor from blue jeans to catcher's mitts. They're wonderful for ties. With pony shoe nails, 75c; 6 for \$4. ppd. Horseshoe Forge, Lexington, Mass.



IT'S A MESH shirt for you sun-worshipping husband that lets him get a tan through its fish net holes yet is a perfect cover-up for a trip to the beach club bar. Grand for golf or sailing, it comes in white, light blue, maize, navy, or natural. Small, medium, large, and extra large \$3 plus 25c post. From Jol Jarrell, Inc., 84 Broad St., N. W. Atlanta, Georgia.



Here's
Value!!

EARLY
AMERICAN
LADDER-
BACK
CHAIR

\$6.45

Don't let the price fool you! Here is a chair of authentic design with a handwoven fibre rush seat, crafted by mountain folk according to an age-old method. Sturdily constructed of solid native hardwood.

Height 42" Seat 18" x 14"

Unpainted but sanded to a smoothness ready to wax or decorate. . . . \$6.45
With lovely, light honey finish. . . . \$7.45

COMPARE FOR QUANTITY AND CHARM!
COMPARE FOR UNRIVALED VALUE!

Write for illustrated catalog of Rockers, Kitchens, Bedroom and Nursery Chairs.

Minimum Order: 2 Chairs

Shipped Express Collect Sorry, no C.O.D.'s

JEFF ELLIOT
Elizabeth City, North Carolina

An Original
Quilted Dinette
Curtain

LOVELY! ADORABLE!

Add eye-appealing charm to your room with this gay, original design! Valance has full double ruffle in colorful poplin. Scalloped sides are stiffened with buckram and covered with white "quilted" poplin, delightfully appliqued with pert, colorful flowers, and trimmed with fine organdy ruffle.


Adjustable Up To 80" In Width

Fits either single or double-window. Overlength, 78". Wonderful with Venetian blinds, answer to problem windows! Choice of valance colors in Red, Blue, Green or Gold with matching side trim. Give first and second choice. Money-back guarantee.

Only \$7.95 Postpaid
(Sorry, no C.O.D.'s)

House of Windsor
25 Arch St. Boston, Mass.

Shopping

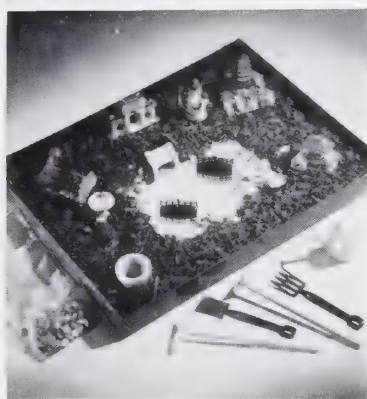


POPOVER TOPPER. If you want to catch a young man's fancy, this is the coat that will do it. Made of 100% soft wool, burnsworth flecked tweed, the popped shoulders, bat-wing sleeves and belt-able back cover either a suit or dinner dress. Notice the 3-button circular yoke, stand-up collar, huge cuffs. Beige, pink, sky blue, or gold tweed. 17 and 10-16. \$10.95 plus 20¢ post. Gilchrist's, Boston 2, Mass.

IT'S A PIPKIN, and the gayest way to serve melted butter you ever saw. Each one is an individual server, and they're made of country fare glazed earthenware. Beanpot brown with a moss green lining, and they're oven-proof. You'll work them overtime when you serve lobster, asparagus, corn on the cob, pancakes. 8 each, 8 for \$4.50, ppd. No C.O.D.'s. Carbone, 342 Boylston St., Boston, Mass.



IT GROWS ON YOU. "My Own Rock Garden" was designed for the small fry, but it's a project we'd be interested in testing for green thumb with, too. A metal tray comes with peat moss, until seed, and timothy grass. And all the touches every pretty rock garden needs. There's a mirrored lake, pagoda, bridge, rocks, tools, etc. 12" x 9", \$2.25; 12" x 10", \$3.25, ppd. Block Shop, New Haven, Conn.



PLUGS IN CAR LIGHTER

Heats baby's bottle quickly, uses no water. Mothers with babies needn't stay home, trips are more fun when the whole family goes. Travel conveniently in first-class fashion, no stopping, you won't worry about unsanitary handling heating baby's bottle in unfamiliar places! Underwriters approved, wonderful shower gift. \$2.95 postpaid.

WESTFALL-WELSH MFG. CO.
Dept. H8-1, 5501 So. 36th St.
Omaha 7, Nebraska



PLANTER LAMPS for Spring-Fresh Beauty in your Home

Two things are always better than one, particularly when you can combine a smart, functional lamp with an outdoor garden. Fill the leak-proof bowls with ivy or philodendron and see what a cheery touch of nature can do to a winter-weary room. The exotic Chinese Fan Planter has a white fired-on ceramic finish with lovely green fabric shade edged in gold to match. 22½ in. high, base 13 in. wide, only \$19.75 ea. or \$37.50 for a pair. The metal base lamp, 21½ in. tall, comes in your choice of highly polished, tarnish-proof copper or brass with an attractive red, green or gold fabric over parchment shade with cord to match. \$9.75 ea., only \$17.50 pr. Delivered free anywhere in U.S.A. No CODs. Send check or money order to THE FURNITURE SHOP, P. O. Box 188, Dept. D, Jonestown, Miss. Write today for free illustrated catalog

the pick of
the NEW CATCH...



ROCKY COAST
Fancy **LOBSTER MEAT**

JORDAN'S famous

ROCKY COAST LOBSTER

Just in! It's fancy lobster plucked from famous lobstering waters of the North Atlantic. What magnificent lobster in glorious chunks of tender, solid white meat. A treat supreme served in salads, a la Newburg, as hors d'oeuvres. A famous old New England recipe on each tin. Stock up today!

3 GIANT 12-OZ. TINS **\$4.95**

6 GIANT 12-OZ. TINS **\$9.75**

JORDAN MARSH COMPANY

MAIL ORDERS FILLED. POSTPAID ANYWHERE IN U. S. A. NO C. O. D.'s
FOOD SHOP Dept. 189, Street Floor Annex — JORDAN MARSH COMPANY, Boston 7, Mass.




Nickel Plated All Steel RACK-N-GRILL

Priced at only **\$1.25** Shallow Pan shown not included

Made of gleaming nickel plated steel, this streamlined adjustable RACK-N-GRILL is the better way to roast poultry and meat. No more turning, no more burning, your roast is held firmly in elevated position permitting even circulation of heat. The savory juices and delicate flavors are sealed in. Actual tests show 10% less shrinkage when you roast the RACK-N-GRILL way. Use any shallow pan with the RACK-N-GRILL with full assurance of perfect results. Adjustable to five roasting positions, the RACK-N-GRILL can also be used flat to grill steaks and chops or as a cooling rack for cakes and pies. Easy to clean, the RACK-N-GRILL, when folded for storage measures 1½ in. deep, 6½ in. wide, 10½ in. long. Shipped complete with roasting instructions and chart.

Money Back Guarantee No C.O.D.'s Postage Prepaid

M. L. DUNN CO.
134 E. Third St. Dayton 2, Ohio




BAMBOO BLINDS

Natural-colored fine quality imported split bamboo blinds complete with pulleys and pull-cords ready to hang. Suitable for both outdoors and indoors. Satisfaction guaranteed.

FEET	W.-Slats EACH	Matchstick EACH
2½x6	\$2.25	\$3.00
3x6	2.70	3.60
4x6	3.60	4.80
5x6	4.50	6.00
6x6	5.40	7.20
7x6	6.30	8.40
8x6	7.20	9.60

(All six feet lengths)
SHIPPING CHARGES COLLECT. NO COD'S.
FREE Gift and Art Catalogue on Request
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Garden Shrine

As a center of interest in garden or sunroom, nothing could be more appropriate than a statue of Saint Francis of Assisi, gentle patron saint of birds. The glazed white-robed figure, 11" high, with hand-sculptured terra cotta face, stands before sky-blue background. Finest quality, hand carved, indestructible redwood shrine, including planter pots and birds, 26" high, 18" wide, can be fastened to any wall surface. **Complete... 1950** Express collect.

Statue or shrine sold separately, \$10 each

Warren's OF CALIFORNIA • Gifts Unusual

Write for Garden Shrine Folder ■ 1462 South Coast Blvd., Laguna Beach, California

DIGNITY in Celery and Sweetmeats



HEAVY SILVERPLATE WARE

Gracefulness, always a welcome note to table setting arrangements will be stimulated when these handsomely designed extra-heavy highly polished silverplate dishes are placed on the table.

CELERY DISH, four footed, two handles 14" length x 4¾" wide **\$10.50** postpaid

SWEETMEAT DISH, with two removable covers, 8½" length x 5½" wide **\$10.50** postpaid

82-37 215th STREET • **Queens Silversmiths** • QUEENS VILLAGE, N. Y.

TERRY-GATE*

An adjustable baby gate that is not permanently attached but can be moved instantly from one doorway to another. Held tightly in place by rubber-covered clamps that grip doorcasings up to 7". NO SUCTION CUPS.

Has no crisscross slats to pinch little fingers or give toe hold for climbing over. Fits doorways from 26" to 37" wide. Height 25".

Beautiful natural finish \$4.95, ppd.
White, pink or blue \$1.00 more.



SAFETY-BAR**

Adds height to the crib side—prevents those dangerous falls that can result in permanent injury. Quickly attached with rubber-covered clamps to top and bottom of either side of any standard crib. Works up and down with the movable side. Adjusts to add additional height as the child grows taller. Of sturdy hardwood in non-toxic natural finish or white. (If crib is located with one side against wall only one Safety-Bar is needed.)

\$2.95, ppd.

TERRY MFG. CO.

2834 Colorado Ave., Santa Monica 1, Calif.
*pat. #2490612 **pat. pend.



Rolling TRAYTABLE

It Folds! It's Featherweight!

Less work for mother! This handy utility table saves many steps. Indispensable for indoor and outdoor service. Sturdily built of non-stain aluminum. Three tiers 12" by 31", height 37".

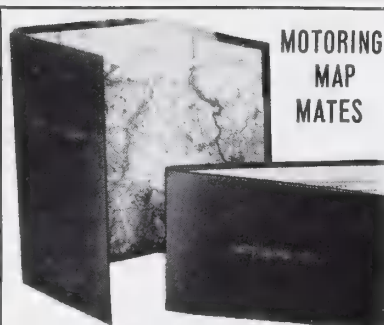
Postpaid in U.S.A. **\$11.95**

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HOME BARS • CREDENZA • CREDENZES
GLASSWARE • GADGETS • GIFTS • GIMMICKS

Executive Director,
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MOTORIZING MAP MATES

Gifts for Car Owners

AUTO MAP CASE—You'll find the right road in a jiffy when your road map is neatly at hand in this convenient carrying case. Roomy pocket for other maps too. Soft luxurious dark brown sheepskin or natural pigskin.

MOTORIZING LOG—Keeps record of places visited, mileage, gas, route numbers, etc. Fits map case pocket. In matching leather. Each nicely gift boxed.

Sheepskin Pigskin

AUTO MAP CASE \$3.50 \$7.50 postpaid
MOTORIZING LOG 2.50 3.50 "
COMBINATION 6.00 11.00 "

Bonney's
1st BONNIE CREATIONS

121 Broad Street East Westfield, N. J.

Window Shopping



PORTRAIT PLATE. Send a good negative of any photograph to this shop, and it will beautifully reproduced on a white earthenware dinner plate. Pictures of your wedding, your family, pets, house become decorative memories if you group them over the mantel, in the hall along the stairway. \$5.50 each, postpaid. Order them from Eve Reed, 538 Madison Ave., New York 22, N. Y.



COFFEE CATCH. We would be without one of these for breakfast table, and in our hotel it does yeoman service all through the day. Made of Pyrex glass it can be put over a low flame, holds 8 cups, has a wooden handle, a red, blue or green neon light and comes with 2 or 3 chrome initials. Just \$3.50 ppd. Not more's, P. O. Box 756, Highland Park, Ill.



LOVE LIGHTS. to flicker tenderly before a fair lady at dinner for two, are these miniature hurricane lamps. They look like crystal beauties, yet have glass chimneys and bases, glass chimneys. Order some for place markers next time you're playing hostess or let them give a welcome light to your guest room night table. 6" high, with red candles, just \$1 for 2, ppd. Jordan Marsh, Boston, Massachusetts.

(Continued on page 37)

Ti Ride

KEEPTIES TIDY!

A modern Tie Rack that makes a smart gift for him on FATHER'S DAY! Crystal clear riders slide freely along chrome bar for easy selection. Sturdily constructed of rich mahogany plastic; 15" long; holds up to fifty ties. Beautifully boxed.

BELDING NOVELTIES CO.

1372 West 111th St., Dept. 2, Cleveland 2, Ohio



30 Tie Capacity **\$3.50** Postpaid

40 Tie Capacity **\$3.75** Postpaid

50 Tie Capacity **\$4.00** Postpaid

(No C.O.D.'s, Please)



A NEW CREATION IN HISTORY'S OLDEST ART

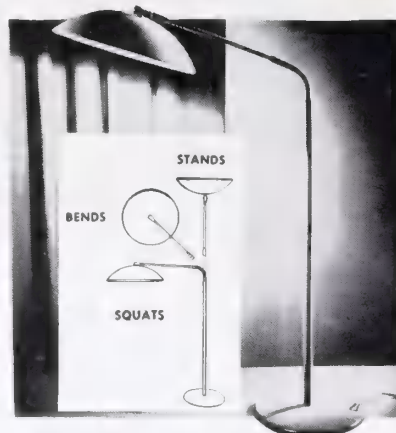
These new pieces by Van Briggles to commemorate our 50th anniversary are "thrown on the potter's wheel," then individual designs are applied by hand — each piece a true original signed by the artist. Fired in the luminous blues of Colorado's own turquoise skies. The beautiful piece pictured is 5 inches high and will be sent to you postpaid at \$2.75. Will fit into any room's decoration motif.

Send for free folder of other designs

VAN BRIGGLE ART POTTERY

COLORADO SPRINGS 25, COLORADO

The Most Versatile Lamp in the Home



FOR DIRECT or INDIRECT LIGHTING
A Kurt Versen original—the handiest lamp you can own... flexes to any position and angle. Baked enamel finish in dusk gray, blueprint blue, sage green or terra cotta. 14" diam. reflector. **\$28**

Design commended by the Museum of Modern Art. Makes an ideal gift. We pay shipping charges.

COLONY HOUSE of Brookline
124 Harvard St., Brookline, Mass.



PICTURE YOUR PLANTS ALIVE ON THE WALL!

Brighten any room with these new DECORETTE

FLOWER FRAMES

Plant your favorites in the deep, hinged copper trough, 37" receding shadow box. Fluted plywood back, hinged and two-toned.
COLORS: Eggshell, Maroon, Jade, Blue, Walnut, Ebony, Mahogany, Pickled Oak (For burnished GESSO FINISH, ADD 100¢).
8x11 \$11.50 — 10x14 \$13.50 — 12x16 \$15.50
Shipped Prepaid—No C.O.D.'s

decorette PRODUCT

77 Madison Ave., New York 16, N. Y.



Whether your taste is for the spacious and traditional or the compact and modern, let the new White Album of Fine Furniture show you how to do exciting new things in exciting new ways. You'll find just the right pieces, and prices, in the famed Colleton Collection, a forty piece grouping of Hepplewhite, Sheraton, Chippendale, and Duncan Phyfe designs, varying from the magnificent pieces shown to charming junior sizes for gay, informal living.

Send for your copy of the new White Album of Fine Furniture, 10c



White

FURNITURE COMPANY, MEBANE, NORTH CAROLINA
 THE SOUTH'S OLDEST MAKERS OF FINE FURNITURE
 DINING ROOM BEDROOM WHITE-HALL TABLES

Springfield



ALL WOOL BLANKETS



Cordell-Sizeset ALL WOOL TRINIDAD WHITE BLANKET

Think of Yourself 'neath a blanket of snow!

- Fascinating dream? Indeed, yes! But imagine yourself awakening to find your dream come true! It can, you know... for the incomparable clean whiteness of new fallen snow has been captured for you in Springfield's newest creation!

Soft and delicate as a wisp of dry, frosty-white snow, the Cordell-Sizeset TRINIDAD WHITE is a fine quality, all wool blanket that will enrapture you just as much as nature's own wintry covering. There is one distinctive difference: beneath Springfield's Cordell-Sizeset blanket you can revel in snug, cozy warmth.

If you prefer color, there's a choice of nine exquisite new pastels... available at the better stores.

THE SPRINGFIELD WOOLEN MILLS COMPANY, SPRINGFIELD, TENN.
All Springfield blankets are guaranteed against damage by moths for 5 years.

"it's Sizeset"

*Sizeset means that shrinkage is practically eliminated and nap won't mat... even after many washings in your washing machine.



Springfield

THE NAME FAMOUS IN BLANKETS

Regal Setting for Four, Six or EIGHT!

This versatile Lloyd table seats six with one leaf added. You add a second and serve a sumptuous dinner for eight!



Lloyd

Chrome Plated Furniture

BRIGHT YOUNG IDEA TO ENJOY FOR YEARS

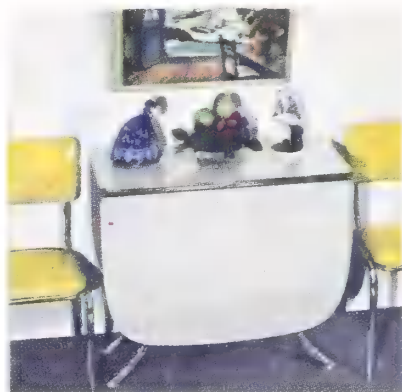
The graceful lines and style-right colors of Lloyd furniture have made it an established favorite with fashion-wise young moderns. Because this sparkling bright furniture has so *many* practical advantages! Lloyd Chrome Plating keeps its gleaming good looks long after ordinary plating shows its age. Drop-leaf and extension tables work so *smoothly*, so easily. The special Lloydite plastic table tops literally fight off damage from burning cigarettes, spilled liquids and hard knocks. The gay chair coverings are not only durable, but so pleasant to the touch. Best of all Lloyd Chrome-Plated furniture cuts housekeeping chores way, way down! It swishes clean and bright to regain that spic-and-span look in a jiffy.

The Lloyd tag on every piece is your assurance of extra value, extra years of enjoyment. See the wide variety of new Lloyd dinette and kitchen furniture at your favorite furniture or department store today. Lloyd Manufacturing Company, makers of Outdoor Furniture and the famous Rock-A-Feller Chair, Menominee, Michigan.



Smart Space-Saver

See how compactly this new Lloyd drop-leaf table folds to breakfast-for-two size, or for use as a console table against the wall.





For complete description of Alan Ladd's Kitchen-Kraft Kitchen, see April House Beautiful, pages 136 and 137.

LIKE

Alan Ladd

Star of Paramount Production
"CAPTAIN CAREY, U. S. A."

YOU CAN HAVE A

Kitchen-Kraft

STEEL KITCHEN

With Famous KUSTOMIZED Counter Top

Kitchen-Kraft

STYLED FOR THE STARS...
PRICED FOR EVERYONE

Hollywood... Harrisburg... Hammond... Helena.
No matter where you live, there's a Kitchen-Kraft
Kitchen styled and priced just for your home.

Whether your home is large or small... old or new...
Kitchen-Kraft step-saving convenience can be yours.
Dazzling-white Kitchen-Kraft beauty will
always be smartly in style.

Unequaled features include exclusive Kustomized
counter-tops... baked-on refrigerator finish...
cabinets bonderized inside and out...
finger-tip control roller drawers... all-steel welded
construction... chrome fittings.

When you build or remodel, be sure to include
Kitchen-Kraft. Your Kitchen-Kraft dealer will help you
plan and make arrangements for purchasing one unit
at a time or a complete kitchen. Reasonable prices will
surprise you. MIDWEST MFG. COMPANY, Galesburg, Ill.

Send for **IDEA-FILLED KITCHEN PLANNING BOOK**

MIDWEST MFG. COMPANY, Dept. H-55, Galesburg, Illinois

Gentlemen:

Please send me a copy of your illustrated
kitchen-planning book, "Look What's Cook-
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section. Enclosed is 25c to cover handling costs.



Name _____

Address _____

City _____ Zone _____ State _____



All-important sink center of Ladd
kitchen designed to provide maxi-
mum convenience for cleaning,
preparing, washing and storing.

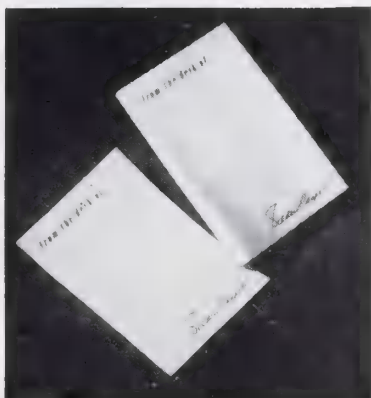
Window Shopping

CONTINUED FROM PAGE 32

THE HEAT'S ON, and so is our fame as a hostess, because everything on your table that should be hot will be piping. These beautifully simple, enormously decorative, hot plates are no reason, and to look at them, you'd never know that their aluminum surfaces maintain service temperatures from 275 to 300 degrees. AC-DC. 12" size \$5.50, \$3.25. ppd. Eunice Novelties, 41 Madison Ave., New York 22.

NOTE-ABLY YOURS. Signature Scratch Pads, printed with "From the desk of" and a facsimile of your own signature, are terrific for housewife, student, or executive. The 4" x 6" pads each have 50 white sheets printed in almost any color. 10 pads are \$10.50; 20, \$12.50; 60, \$22.50; 100, \$28; 200, \$47.50; ppd. Send signature. 1 wk. delivery. Selden Paper Shop, George Vanderbilt Hotel, Asheville, N. C.

FROSTY MITT, under any other circumstances would be far from convivial, but donned by a parting husband who's a great shakes at whiskey sours, it's sensible fun. With white terry cloth palms and flannel backs, they're lettered with "Frozen Assets, No Stock Watered, Liquid Assets, and Private Stock." \$1.50 the pair ppd. Salt & Pepper Shop, 15 East 86th St., New York 28.



Preserve your BABY'S SHOES



CHINA-LIKE BEAUTY New, Distinctive Process

Thrilled you'll be in years to come with your baby's dainty shoes preserved by the new RELYNIZED Process! Every lovely stuff, every wrinkle intact. Dresden-like glaze of shining white, shadowed in Blue or Pink, edged in Gold, with hand-painted flowers on the toes. Exquisitely dainty—decorative. The permanent remembrance of your Baby loved by you and grandparents too. ALL shoes can be RELYNIZED except rubberized shoes. Color desired when ordering.

15 per matched pair (\$2.95 singly) Post Paid If C.O.D., you pay postage.

Baby's First Name in Gold on toe 25c per shoe. Delivery 2 weeks from receipt of shoes.

BABY SHOE STUDIO Dept. 8
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HOUSE PLANS



275 BEST DESIGNS • IDEAS

Planning to buy or build a new home? Here are 275 new plans and ideas that will help you in many different ways. Actual pictures of homes already built. Not just sketches. Each complete with detailed description and floor plans. ALL types of architecture. Homes for every climate. Brick homes, stucco homes, frame homes. One and two story. Four to ten rooms. One to three baths. Used by contractors, architects, realtors and building material dealers. Complete blue print plans and specifications available.

Circle (O) your choice of books—50¢ each:

- Selected Homes, 40 Calif. Ranch, Colonial, Monterey.
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SET OF 8 BEVERAGE GLASSES

Decorated with cool green lime slices fired for permanency. A new Carbone pattern in 12 oz. beverage glasses with heavy sham bases that assure them a long life and a merry one! Set of 8 \$3.70 postpaid. Sorry no COD's. Please do not send stamps.

Send for our new booklet showing selections of beverage glasses, both imported and domestic.

Carbone
INC.

342 Boylston St. Boston 16, Mass.



News! English Egg Coddlers Are Back Again

We have just received our first shipment of English egg coddlers that enable you to prepare eggs in so many different ways.

A charmingly "different" gift for any hostess. Ivory pottery only. \$1.50 each.

Parcel Post Not Included

Alice H. Marks

9 West 57 Street, New York 19, N. Y.
Plaza 3-7282

Quaint American Solid Cherry Furniture



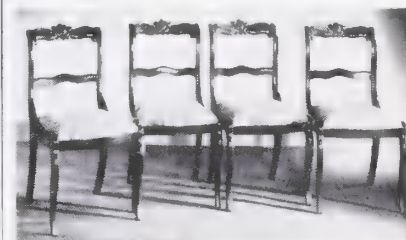
▲ PRUDENCE LEE DROP LEAF TABLE

We consider the proportions, tapered turnings, and graceful simplicity of the Prudence Lee one of the finest we have even seen. Built of solid Cherry, and comes in our hand-rubbed "Baltimore Cherry" finish. Dimensions: leaves down, 36 x 24 inches; leaves up, 36 x 54 inches; We pay \$39.95 freight

The complete Set, Prudence Lee table and four Jeremiah Lee chairs, including freight to your home-town \$99.95

Jeremiah Lee "visitor's chair," a real collector's design developed from a prized Victorian original. Built of solid Birch, in rich Cherry finish. Top backrail hand carved. Beige tapestry upholstery. Dimensions: H-33, W-17, D-17 inches. We pay \$17.45 freight

Matching Pair . . . \$33.90



OUR NEW CATALOG

is more fascinating than a trip through old stagecoach inns and homesteads . . . shows our complete collection of "Quaint American" Solid Cherry furniture, milk glass, wall-paper, carpeting, lamps and accessories. Sent for 25 cents.



Carl Forstlund

122 FULTON
GRAND RAPIDS 2, MICHIGAN



PRESENT PERFECT

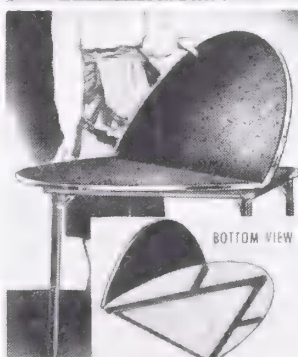
Be sure to save your next wedding or party invitation because it plays a star role in your gift to the bride or hostess. Send it to us and we mount it on either an antiqued white and gold metal waste basket or on a new 12" x 16" metal tray. Each piece is lacquered for permanence.

\$8.25 each, postpaid. Sorry, no C.O.D.'s or Stamps

Also 5" desk letter basket for Reception or At Home card, \$5.50.

Page & Biddle, Inc.

21 Station Road
Haverford, Pa.



NOW—ENLARGE YOUR BRIDGE TABLE TO SEAT 8 PEOPLE With An Extend-O-Top Bridge Table Cover

Imagine! Eight people can now sit around your bridge table and eat or play comfortably! Just slip EXTEND-O-TOP over your bridge table—and you immediately have a large, 18" circular table. Covered with green felt or leatherette with attractive polish chrome edge. "EXTEND-O-TOP" is as attractive as it is useful. Has a sturdy wood frame underneath. Bridge tables snugly, cannot slide or tip. Attach or detach it in seconds. Folds up for convenient storage. Ideal for large dining and card party occasions. Light and sturdy. It is easily carried for use at the beach, picnics, or garden parties. Only \$6.98 express collect or \$7.98 parcel post delivered. Order now—send check or money order to

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YOU ARE INVITED TO BECOME A MEMBER OF THE

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Choose from Nelmor's 163 patterns of world-renowned Sterling Silver by Gorham, Towle, Reed and Barton, International, Kirk, Alvin, Heirloom, Lunt, Tuttle, Wallace, Watson, Whiting, Smith. Indicate the pattern you desire on the membership coupon below. In a few days you will be the proud owner of your chosen precious sterling. Pay \$2.00 a month for one place setting, \$4.00 a month for two place settings, etc. for most patterns. You pay no more than the nationally advertised price. No carrying charges. Each place setting fitted in free anti-tarnish silver roll. First payment is due after you receive your silver. Own and use your silver now—pay for it out of income.

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MAIL THIS MEMBERSHIP COUPON TODAY

NELMOR JEWELERS
901 BERGEN AVE., Jersey City 6, N. J.

Enroll me as a member of the Nelmor Sterling Club. Send me _____ place settings of _____ pattern. I will pay \$2.00 per month for each setting.

Prices include federal tax and are for one six-piece place setting: Teaspoon, Salad Fork, Butter Spreader, Cream Soup Spoon, Knife, Fork.

NAME _____
ADDRESS _____
CITY _____ STATE _____

Nelmor JEWELERS
901 BERGEN AVENUE
JERSEY CITY 6, NEW JERSEY

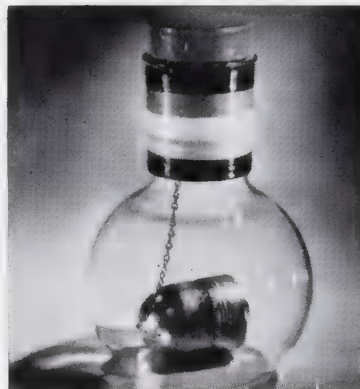
Towle's OLD MASTER 25.75
Heirloom's DAMASK ROSE 22.50
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Reed & Barton's FRANCIS FIRST 28.75
Gorham's BUTTERCUP 25.00
Gorham's CHANTILLY 25.50
Smith's EDWARD VII 29.75



Window



WRITE A CHECK with the professional touch of the Executive Checkwriter, and no matter how skimpy your balance, you can be accorded the deference of a tycoon. It indelibly perforates and inks the exact dollars-and-cents amount into any standard size check. Black satiny steel, 4" x 3", it fits in pocket. \$9.95 plus 25¢ post. Marcy F. Roderick Co., 3312 Lancaster Ave., Philadelphia, Pa.



SUITED TO A TEA drinker of fancy, this Pyrex flagon will save the day when the vicar's wife pays an unexpected call, when your daughter's tennis mate ends up with a clamor for iced tea, when four-o'clock fatigue lures you to the cool of the porch. It holds 8 cups, comes with covered strainer that makes tea right in the bottle. Grand for iced beverages, too. \$2 ppd. Petticoat Lane Shop, Sudbury, Mass.



BARGAIN BABIES. Here's a buy we don't pretend to understand, but we're glad to let you in on it. A child's feeding set consists of a silver-plated spoon and pusher, and is imported from Sheffield, England. The design is simple and beautiful, and the price for the two pieces is \$1 plus 15¢ postage. There's no federal tax, and it comes from Sally Hansen, Inc., 120 E. 22nd St., New York 10, N. Y.



BEWITCHING WEDDING BOWL

Sure to steal the show! A gift to be forever cherished! 9" Vermont maple bowl, white or natural, beautifully hand decorated to

your order with any inscription. Equally captivating designs for ANNIVERSARIES, NEW HOMES and BIRTHDAYS.

Only \$2.95 postpaid FIVE DAY SERVICE.

QUAINT SPRINKLER BOTTLE

Handpainted in many gay colors with demure lady and dashing gentleman on opposite sides. Especially attractive used in pairs as Ivy or Candle holders. 9" tall. Orders filled same day received.

\$1.95 each, postpaid.

from the studio of

stratton snow

custom gift ware

604 S. E. 4th Ave., Delray Beach 1, Fla.



A NIGHT LIGHT

A BRIGHT LIGHT

\$29.50

NO-GLARE POST LAMP

Beautify your home or yard with an Original NO-GLARE Post Lamp... an exclusive design which throws the light down—not into the eyes of approaching persons. 10-watt bulb in chimney looks like burning oil wick. With proper wiring, it can be lighted separately from 150-watt bulb—and makes an ideal outside night light. Bright light, up under lamp roof, lights up broad area without casting shadows at post base. Ladder-rest, as part of lamp, adds authentic touch from the lamp-lighter era.

Lamp is 14" square and 19" high. Made of solid copper with aluminum ladder-rest. Painted dull black. Will fit on 3" post cap. Shipped express collect. Ohio residents add 3% sales tax.

Mail order only. Send check or money order.

KENDIK COMPANY

Dept. A, 210 Walnut St., Cincinnati 2, O.

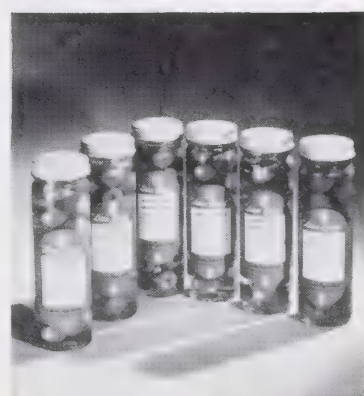
Shopping



FISH OR CUT BAIT. prepare a fly, or change a lure—e's all set with the Turnabout. L. H. Masland & Sons' remarkable new idea in men's fishing lugs. When he slips it on, he has drop work-shelf that rests on removable creel, pockets galore, rommets for shears. Now all he needs is a healthy nibble, and e wouldn't change places with king. \$11.50 ppd. Perry Products, Box 262, Rye, New York.



FAVORITES. A Cocktail Kit of Unusual Olives is a gift for which a hostess will bless you. It consists of one jar each of olives in pure olive oil, stuffed with Roquefort Cheese, Aged Cheddar, English Stilton, Portuguese Anchovies; olives in brine stuffed with Dutch Onions, and spiced Garlic. \$4.75 ppd. Gourmet Delicacies, 74 Light St., New York 13.



A NEW SALT set that will do distinguished service on your table consists of a gracefully pedestal crystal bowl with a sterling silver spoon, whose leaf-shaped handle is a tiny work of art. The price is exceptionally low, and a pair of them would make a distinctive wedding gift. 1/2" bowl with spoon. \$1.50 including tax and postage. You can order it from Sally Graye, 80 East 11th Street, New York 3.



New ready-to-Use
PENNSYLVANIA DUTCH STENCILS

Attractive new Pennsylvania Dutch stencils by Jane Zook are cut, ready to use. They work like magic in decorating textiles, wood, tinware—articles of all sizes in practically any material. Folder includes fascinating bird, flower, picorn and other Pennsylvania Dutch designs.

OLDER S-300—5 sheets of Pennsylvania Dutch stencils with color guide and instructions. \$1.25 postpaid

Also

OLDER D-200—50 Pennsylvania Dutch Patterns with complete instructions for painting. \$1.25 postpaid

OLDER T-100—5 Early American Tray Patterns in 5 different size trays, with complete instructions. \$1.25 postpaid

Catalog of painting materials and complete line of undecorated tinware mailed with each order.

No C.O.D.'s

Jane Zook Decorating Studio
57 State Street Lancaster, Pa.



DON'T LET YOUR BUTTER AND CHEESE MELT AWAY!

You remember Grandma using that stoneware crock to keep the butter cool? Well, this butter and cheese dish with the amusing Cow in the inimitable Hadley way is made of the same stoneware. Taken out of the refrigerator and put on your table it will keep its temperature on the hottest day.

\$4.00 plus 25¢ postage (West of Miss., 40¢ postage). No C. O. D.'s Please.

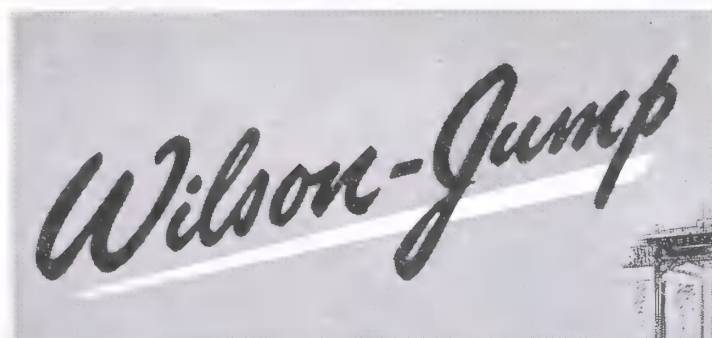
Mary Barlint
175 Greenwich Avenue
Greenwich, Conn.

FOR A Browsing TIME



We like to have people just drop in and browse at Wilson-Jump. On our five spacious floors is a collection of fine furnishings from everywhere . . . things out-of-the-ordinary . . . furnishings with a flair. And to help with decorating plans, there is our competent staff . . . each person an expert decorator. So this is your invitation. Won't you come in just to browse . . . to look around and get acquainted . . . next time you're on Michigan Boulevard?

Illustrated: Pillow Back Lounge Chairs with Trapunto Motifs, each \$367



The store of distinguished Home Furnishings,
Furniture, Draperies, Decorations

"Michigan Avenue by the Blackstone" • 608 S. Michigan Ave., Chicago 5



Yours for Summer Feasting

For Mouth-Watering Vegetables — cook 'em in our ASPARAGUS BOILER. Ideal for asparagus, corn, broccoli, spinach, beans. Perforated tray lifts by side handles, brings vegetables up intact and strained of water. Made of best quality white enamel, dark blue trim. 11"x7½"x5½". Holds 6½ quarts. 3 pieces complete \$4.95

MAIL ORDERS FILLED
Free delivery within 150 miles
In N. Y. C., add 2% sales tax

Hammacher Schlemmer

145 East 57 St., New York 22, EL 3-4700

Send for our Spring Catalogue "H-1" showing what's new in housewares and entertaining



Personalized PURSE ORGANIZER

No more exasperating search in your handbag. Works like a miniature filing system. Holds billfold, keys, compact, lipstick, pen, pencil, nail file, cigarettes, etc. Durable made of simulated leather. Two sizes to fit large and small handbags. Splendid bridge prizes, hostess gifts, etc. Colors: Red, Green, Brown, Blue, Black, Teal Blue. Personalized with name in 23K Gold. Give 2 color choices. Please print name.

SMALL, 6¼ x 3½ inches, 7 pockets, \$1.50
LARGE, 8½ x 3½ inches, 9 pockets, \$1.50



TID-BIT TREE

Life-o'-the party for small fry and grownups! Teal, bright clear lucite Tree, 13 inches high on 5-inch saucer base, has 76 twigs to hold party tid-bits: hors d'oeuvres, olives, marshmallows, gumdrops, marshmallows, etc. Charming centerpiece. Tree and branches come apart for easy cleaning and storage.

\$2.50 with pound of candy plus 25c for postage.

No C.O.D.'s, please.

ELRON, 800 N. Clark St., Dept. DX-50
Chicago 10, Illinois

The Wedding and Anniversary



GIFT of the YEAR!

the ANNIVERSARY CLOCK

The clock you wind just once a year!

Wind it on the day of the wedding (or anniversary) — it keeps perfect time all year. Then a year later to celebrate the occasion, the lucky couple winds it again . . . and brings your charming and sentimental gift to mind. Beautifully designed with highly polished brass base, brass pillars and enameled dial with delicate garland design. The entire clock covered with a stately glass dome. Size 7¾" x 12"

\$47.50 plus \$9.50 federal tax (includes all shipping costs)

FULLY GUARANTEED

Send check or money order to:

THE ESRO CO., 260 Fifth Ave., N. Y. C.

TRUNDLE BUNDLETTIE Baby's Safest Sleeping Garment

Companion to the famous wool Trundle Bundle, the Bundlette made in summer-weights, broadcloth or cotton sudee, to keep baby covered and safe from drafts. Zippered front. Designed by a doctor—no ties, no pins—baby is free to move.

	Infant to 1 yr.	1-2 yrs.	2-4 yrs.
Broadcloth	\$1.95	\$ 2.95	\$ 3.95
Cotton	3.95	4.95	5.95
Wool	7.95	8.95	10.95
Wool (Rayon Trim)	8.95	10.95	12.95

PINK or BLUE

SENT PREPAID, NO C.O.D.'s

26 PATTON TERRACE
Sleepytown
FALLS CHURCH, VIRGINIA



Window



PRETTY PAIR. Pierced Dresden plates are small triumphs of perfection, and the sweet for-me-not pattern is as dainty as china itself. Just 3" in diameter the pleasant price is \$3.95 for a pair. Wooden show-off stands \$2.95 the pair. Add 35c for postage. We found them at Alfred Orlik, Inc., 680 Fifth Avenue, New York 19, N. Y.



BATH TUB BOAT. You can tell by Skee-zix's expression that he's having the time of his life and what child wouldn't love a bath if he could sail from shore to another while he was getting the once-over with soap and water. Made of colorful vinylite, it can't tip, measures 3' long, and will be fun at the beach this summer. \$2.98 ppd. November Mart, 59 E. 8th St., New York



SPRAY-A-SHINE is a miraculous new plastic polisher that brightens everything from Polibrogues to your calf opera pumps. Good for any colored leather, will never crack, sprays out with the touch of your finger. Wonderful coarser for a small scrap to shine up those scuff-toed loafers. Good for 100 shines. \$1.19 plus 10c post. The United Columbus 15, Ohio.

EASY TRAINING

Kiddies Care for Own Clothes

Junior Clothes Rod

HOOKS ON ANY CLOSET ROD



ONLY \$1.25

In Colors, Red, Blue or Green
SAVE POSTAGE

We prepay if you send Check or M.O. Gladly sent C.O.D. plus postage.

A welcome GIFT for Birthdays, etc.

Hangs down 22" from grown-up level—easy for small fry to hang up own clothes. Doubles closet space. Avoids driving nails in walls or doors. Sturdy and safe. Cannot be pulled down. Can also be used on single hook.

CHILDREN UTILITIES DEPT. V-06
18018 GRIGGS DETROIT 21, MICHIGAN

FOR THAT "Wonderful Guy" "SHAVING BRUSH BLADE BANK"

Gift him the newest, gayest blade bank in town as he'll bristle with pleasure. Guaranteed to keep blades from becoming a menace around the house. Brightly colored ceramic, 5" high, blades can be removed from bottom and container re-used. Holds just seaw. of discarded blades. Only \$1.25 postpaid.



THE "PUTT PAK" A Golfer's Delight . . . holds cigarettes, match and tees—two too securely attaches. "HIS" or "HER" belt . . . always handy and always out of the way. Finest quality 11

PORTED ENGLISH hazel pigeon expert hand-sewed by skilled craftsmen. Zippered compartment holds cigarettes, pocket matches, w the 4 tees included. Packed in Gift Box. \$3.95 postpaid.

Small collection fee on C.O.D. orders.

Send for new gift catalog.

Money refunded if not pleased.

Frances-Morris Dept. 1, 1016 Carroll Brooklyn 25, N. Y.

Shopping

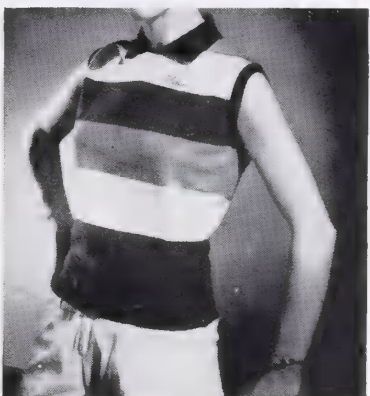


SWAN SONG. You can't help but love the prettiest table in town with this heavenly three-piece swan console set. Made of emerald green glass with crystal neck, the large bowl, 12" wide, holds masses of flowers or fruit, or floating camellias, and the candle holders can hold old mints or small nosegays. Just \$5.35 ppd. C. D. Peacock, Chicago 3, Illinois.



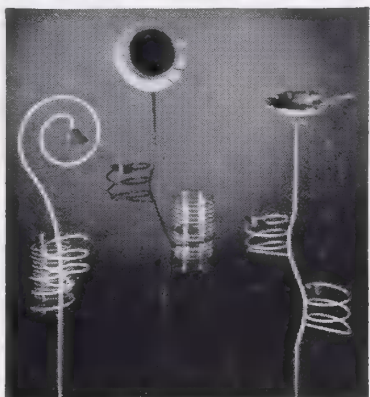
STRIPED FOR ACTION.

You'll be the star of the tennis court, the sleek tomboy glamour-girl of the beach club with this sleeveless shirt of washable combed cotton. In combinations of navy, red, and white; brown, white, and green; black, yellow, and grey. Sizes 34 to 40. \$2. With post name, 75¢ extra. Ppd. Drum Drum, 1043 Stuyvesant Ave., Livingston, N. J.



COCKTAIL SUSIE AND BELL BOY

are the gayestasters that ever bloomed on a green lawn. They spear into the ground, and both have two coilasters that securely hold 2 glasses. When you're ready for a refill, tinkle the bell on Bell Boy. \$3.95 for 4. Susie's flower pot serves as an ash tray. \$7.95 for 4. Rustproof. Add 25¢ post. Men Linda, 545 Fifth Ave., New York 17.



ROLL-A-RACK For Refrigerator Storage

For the housewife who likes to store canned goods in the refrigerator—this handy rack saves space, saves time and saves confusion. Fills from the top, feeds by gravity—the colder always in front within convenient reach. Made of bright chromed steel, will not rust or tarnish. Fits any standard size refrigerator.

Price Postpaid **\$4.95**
Anywhere in U.S.

WIRE PRODUCTS SPECIALTIES CO.

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New charm for your home...

... is yours with this decorative post and lantern by Atlas. Beautifies your home and garden... makes steps and driveways safer. An attractive necessity for the home, no matter what its design or age.

The Atlas post, a replica of a traditional New England model, is a 7 ft. high, gracefully tapering octagon column. 3" sleeve holds quaint but practical lantern. Post is durably built of heavy gauge steel.

Prime-coated — easy to paint and wire. Post — \$19.95. Post and lantern — \$39.95. Lantern only — \$22.95. Shipped FOB Canton, Ohio. Send check or money order today.

DEPT. II

Atlas

WELDED PRODUCTS, INC.

1140 MARION AVE. S. W., CANTON, OHIO



COCKTAIL MIXER

Inspired by the generous proportions of an old English teapot and fashioned to accent your Martini and Manhattan mixing... handblown glass, complete with sterling silver stirrer. 1 1/2 quart capacity.

\$14.50

Script initial on stirrer 50¢ additional

Add 50¢ postage and packing outside delivery area

BLACK, STARR & GORHAM

FIFTH AVENUE AT 48TH STREET, NEW YORK 19, N. Y.
EAST ORANGE MANHASSET WHITE PLAINS

DECORATE THIS CART



...With Flowers!

This beautiful hand-crafted replica of a Belgian dog cart is a gay decoration for your mantel or table. Rubbed varnish finish in natural pine or maple with fitted copper pan that holds water to keep your flowers fresh or plants in soil or moss.

\$3.50 Postpaid

A Motcraft Creation

WRITE — MOTCRAFT

P. O. Box 165 • Glen Ridge, N. J.



Sensational Value! Exquisite 3 way \$9.95 PICTURE-LIGHT

A reading light, indirect light, or both combined, with two 40-watt long bulbs. In rich lacquered frames in red, black, green, charcoal with harmonizing backgrounds. Generous 14" x 12" frame with hand silk screened painting on glass, giving a dramatic 3 dimensional effect. Order early—a complete sell out last time advertised.

(ADD 49¢ FOR SHIPPING)

BON-ART GIFTS

807 Juniper St., N.W.—Washington, D. C.

BATH BEAUTIES

You would really be impressed if you could see these handsome bathroom accessories. The monogram, any color except silver and gold, in block letters, fired on for permanency. The wide necked bottle is just right for cotton, the narrow necks for liquids. The matching tumbler, soap dish, and powder box completes the ensemble. All are clear glass.

Wide necked bottle.....\$4.50
Narrow necked bottle.....4.50
Soap dish.....2.50
Powder box.....5.00
Tumbler.....1.75
Large size Cotton Jar (not shown).....5.00

All Postpaid
No C.O.D.'s please



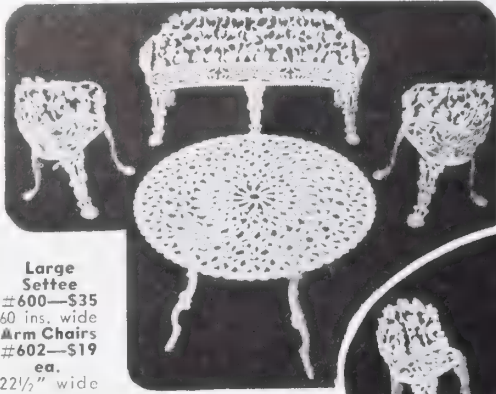
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Our 10th Year

541 Madison Ave., New York 22, N. Y.

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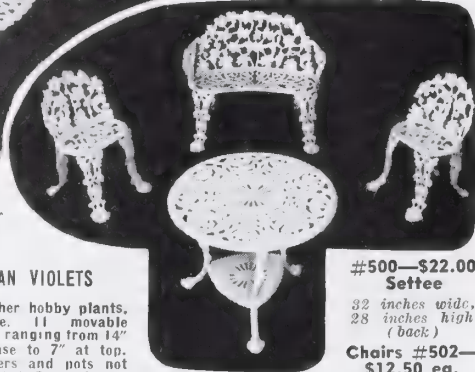
Charm and Beauty to your home with these



Large
Settee
#600—\$35
60 ins. wide
Arm Chairs
#602—\$19
ea.
22 1/2" wide

Authentic CAST IRON AND CAST ALUMINUM REPRODUCTIONS

All painted in long-lasting white. Grape design, graceful and strong. Strongly fashioned by skilled craftsmen.



Large Table Diameter
#100 — \$29.00 42"

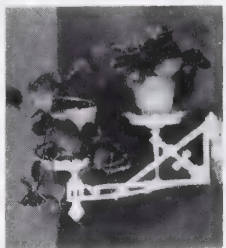
JUST THE THING FOR YOUR AFRICAN VIOLETS



or other hobby plants. White. 11 movable arms, ranging from 14" at base to 7" at top. Flowers and pots not included. Send \$24.50.

WALL BRACKET for FLOWER POTS

12" long, 6" high. Pot holders 4" and 5" diameter. Cast Aluminum only. Painted White or Gold. \$3.50.



#500—\$22.00 Settee

32 inches wide, 28 inches high (back)

Chairs #502—\$12.50 ea.

16 inches wide, 28 inches high

#110 Table \$22.50

Diameter 28 inches, height 22 3/4 inches

#130 Table Height 17 1/2" Dia. 21 1/2" \$10.00

Also Round-the-Tree Benches

Immediate Delivery

Send for catalog of other items

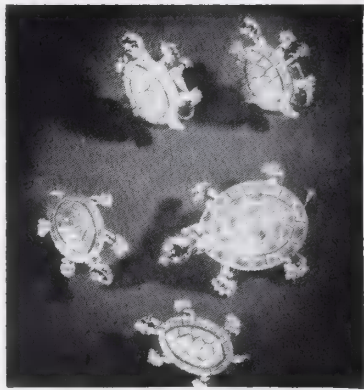
J. F. DAY & CO. 1901 4th Ave. South
Birmingham 3, Ala.



Window



THESE MAKE SCENT tucked in with your lacy lingerie and handkerchiefs, your bedroom closet. They look like tiny pillows, are filled with assorted sachet and come in a beribboned little hatbox. With three initials in gold, they're an important-looking small something to take on a bridal shower, send a girl graduate, \$1.50 ppd. for the set of four, two pink, two blue. Mermel Jaccard King, St. Louis, Mo.



TURTLE LOVES, who don't give a hoot for the hasty hare, are happily lazy on the lapel of your spring tweed, pinned to your new burlap beret, caught up in the gossamer grandeur of a scarf. Green-backed mama and two babies have jeweled eyes. Mama \$1.25, babies are 2 for \$1.25. Matching earrings are \$1.25. Tax and post. incl. The Studio Shop, 557 Boylston Street, Boston 11, Mass.



A DOLL'S WARDROBE will be as proudly tended as any glamour girl's, if a young mommie has this little chest for her children's clothes. The 3 drawers will hold everything from hair ribbons to pajamas. Your husband could use one in his workshop, too. Natural knotty pine or pine with red drawers, 18 1/2" x 8 3/4" x 16 1/2" high, \$5.50 ppd. Elephant Toy Co., 7 Irma Ave., Port Washington, N. Y.

GRAHAM BRONZES

Personally Yours

BRONZE WEATHERVANE WITH OWNER'S INITIAL

REFLECTS YOUR INDIVIDUALITY

Ball Bearing Very Sensitive

29 1/2" Spire
30" Sweep

Genuine Heavy Cast Bronze, Lifetime Construction

Easily mounted. Base conforms to any angle
No. 700M
\$24.50 postpaid

ARMILLARY (SPHERICAL SUN DIAL)

Ancient design. Heavy bronze, bright-finished numerals and signs of the Zodiac. Weight 10 lbs., height, 15". Useful and ornamental addition to your grounds. No. 480 \$35 postpaid.

GRAHAM BRONZES, Inc.
303 WOOSTER ST., NEW HAVEN, CONN.
Catalog FREE

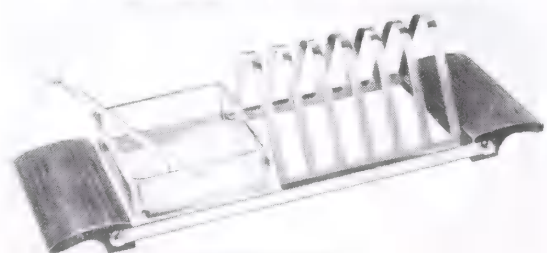
GUESTS LOVE IT!

AND SO WILL YOU... that deliciously different taste of food cooked outdoors over fragrant wood or charcoal fires! BE THE PERFECT HOST! With a Hancock Outdoor Fireplace, your parties become occasions both charming and memorable. So simple to build, too, with the Hancock "skeleton" unit. Ovens and barbecue spits available. Send a dime today for 4-page Plan Sheet—"HOW TO BUILD YOUR OUTDOOR FIREPLACE"—with helpful information and full working drawings for a variety of designs.

HANCOCK IRON WORKS
130 W. PIKE STREET PONTIAC 14, MICH.

A "Honey" for Serving or Giving...

4 PC. BREAKFAST SET - \$3.95



Everyone from coast to coast will like this way of serving toast. Chrome toast rack holds 6 slices, complete with marmalade dish, spoon and serving tray. Nothing smarter for wedding or shower gifts.

Write for Free Booklet on Manicured Glassware, Matches, etc.

GEFF'S GIFTS

P. O. Box 4052
WASHINGTON 15, D. C.

Fit-A-Bun

THE HANDY 'BURGER KIT

Scoop up a dab of hamburger with the paddle; press it into the ring; tap it out on a square of waxed paper—and you get nice round, flat 'burgers to exactly fit your buns. Ring is 4" dia.; 1/4" thick—which figures out six perfect hamburgers to the pound. Paddle and ring of satin-finish cast aluminum; light as a feather. Many kitchen uses; a must for the outdoor fireplace.

FREE—Translucent Vinylite bag with draw strings to hold kit; also for keeping fresh vegetables fresh. **\$1.95**

PLEASE—NO C.O.D.'S **POST PAID**

EATON'S Waukazo Woods
HOLLAND . . . MICHIGAN

PROTECT EVERGREENS, SHRUBBERY, LAWN and FLOWER BEDS

U-TURN STAKE
THE ODOR CHASES ANIMALS AWAY
DOGS, RABBITS, ALL ANIMALS
MAKE A U-TURN AND RUN WHEN THEY SCENT U-TURN STAKES.

● No animals will get within 3' of U-Turn Stakes. Put them next to your evergreen among your shrubs and flowers and around your lawn and your problems with dogs, cats and rabbits are ended. Harmless, offensive to humans. Simple to use—just push into ground. Effective for 3 months... 13" long; green color blends with foliage.

POSTAGE PREPAID if you send check, money order or cash. Will gladly send C.O.D. plus postage.

BY MAIL 3 FOR \$1.00

TRIANGLE ENGINEERING & MFG. CO.
P. O. Box 3625-C, DETROIT 3, MICH.

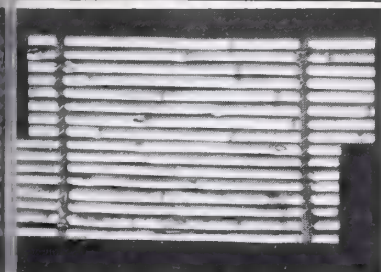
Shopping



100-FLY HAT. Mexican fishermen wear this wonderful copper to protect them from the sun and to worry away flies and mosquitoes. You'll wear it because on you, richly tanned and glistening the sun, it's delightful. The toss of your head rustles the thin swishers and insects keep away. Hand-woven of palm in natural, or natural and magenta, \$2.25 ppd. Pan American Shop, 12 Lexington Ave., New York 21.

SOAP supplied by hotel or ocean liner, train or plane is fine enough for your nylons and lingerie. So whether you travel with what box or a steamer trunk, take these Bon Voyage soap flakes shopping with you. The three pretty pastel envelopes contain packets of the purest sudsy makers and are just \$1.25 postpaid. From Trade Winds, 141 Newbury Street, Boston 16, Mass.

MOSSY'S A FLIRT, and she doesn't care who she makes cow eyes at. This time her victim is the upright Milk Can, who can be a very hot number when he's full of pepper. But Madame Moo a great shakes herself when added with salt. As a pair, they will lend spice to your table, humor to your shaker collection. Glazed ceramic. \$1 ppd. Green-Glad Studios, 5700 Wilkins Ave., Pittsburgh 17, Pa.



Bamboo Rafts

From Japan; these fascinating bamboo rafts provide an unusual stand for flower arrangements. So strikingly different for the outdoor garden mat—

19 1/2" x 11"	\$2.25
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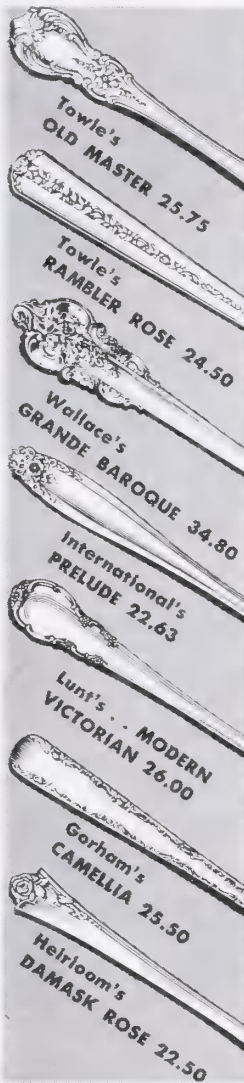
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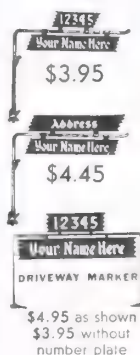
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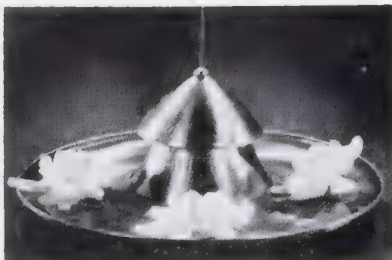
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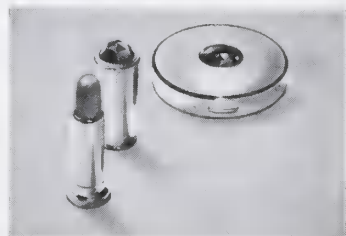
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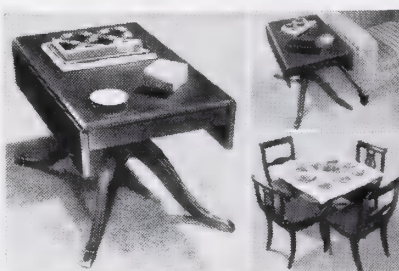
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*And deeply down the silver stem
The motif is the ocean's gem
Gay flora flows in rhythmic swirl
Rich setting for the lovely pearl.*

The swirling movement continues in the upward sweep of sparkling bubbles. Near the top, these gradually fade into the high luster of the graceful wave and delicate spray. Upon the wave rides a gorgeous shell to gloriously crown this romantic design.

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WILLIAM S. WARREN

Creator of "Romance of the Sea" and other Wallace "Third Dimension Beauty" designs in sterling silver.



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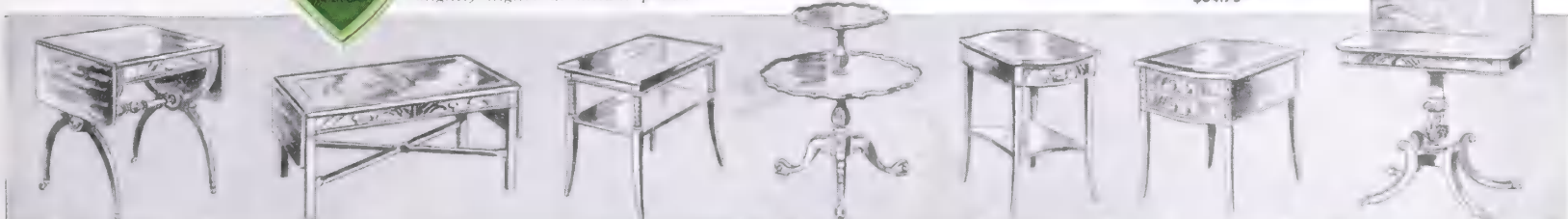
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Colonial Dame

FOR A MELODY OF COLOR

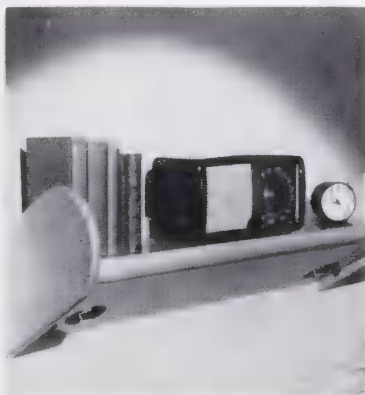
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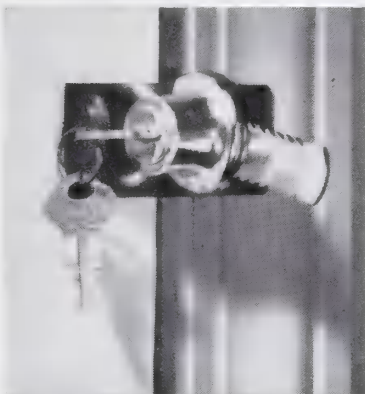
Window Shopping

CONTINUED FROM PAGE 44

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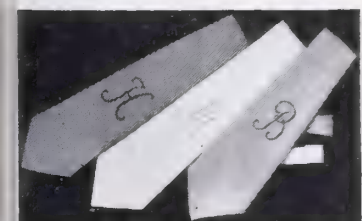
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Silhouette
Figures of
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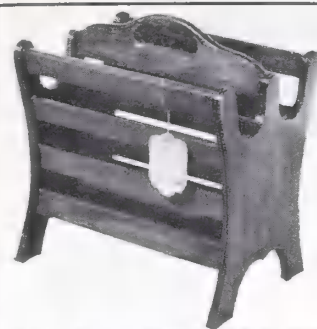
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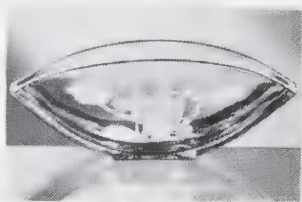
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Window



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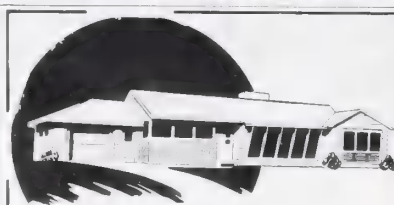
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reflect light (like road signs)
Double plate—read from either side
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Install in a minute

Day-N-Night Markers help your friends find your home easily. Any wording you want, up to a total of 17 letters, numbers and spaces. Plate is 18" long. Print desired wording clearly.

MAILBOX MARKER fits any mail box **LAWN MARKER** with wrought aluminum standard 26" high

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PLEASE BE CAREFUL YOU CAN HELP PREVENT AN ACCIDENT

with this beautiful genuine leather frame equipped with clip for mounting on sun visor inside car. The frame, embossed **PLEASE BE CAREFUL** in 24 K gold, will hold your picture and act as a constant reminder to your loved one to be careful for your sake.

Available in Sun Tan or Cherry Red.
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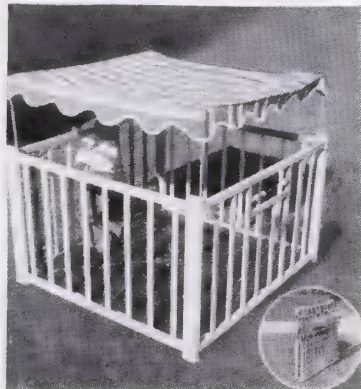
SAFETY FRAMES

Dept. H2, P.O. Box 8303, Chicago 80, Ill.

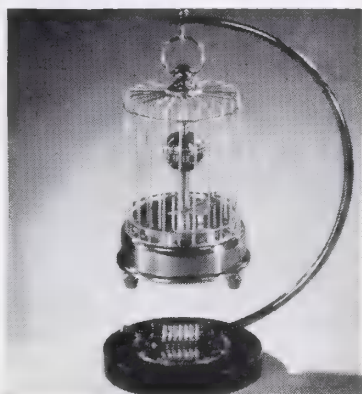
Shopping



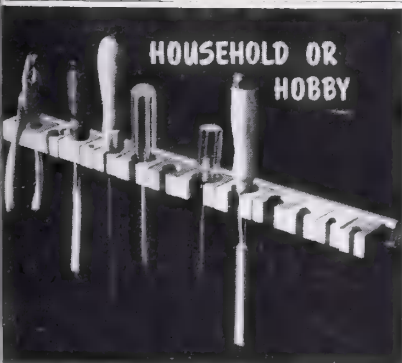
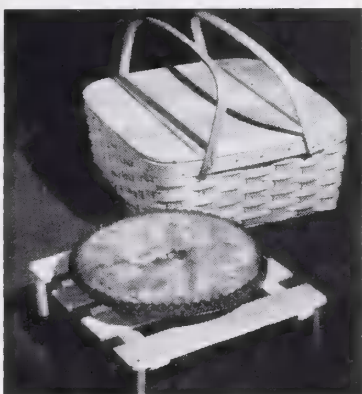
PLAY-PEN PARASOL. A son in the sun is sure to be hot and bothered if he's billeted under ole Sol's scorching rays. So to keep him calm, cool, and cooing, rig up the Baby Brella in your back yard, cart it to the beach. A color-fast, heavy striped awning, it fits all standard sizes, folds up with the play pen. \$4.95 postpaid. From Youngsports, Chester Springs, Pa.



CAGEY BIRD is this small blue one who shakes his head as if he were wondrously sad that *tempus fugit*. Above him a global clock that bears the numerals on its red equator, turns as it tells time. Made of gold metal, the cage swings from a chrome arc, sets on a black marble stand. 8½" high over-all. \$17.95 incl. tax and post. Imported by Jenifer House, New Marlboro Stage, Great Barrington, Mass.



PIE BASKET. The gentleman from down east who sent us this New England pie basket tells us they're as old as New England itself. Our guess is that Priscilla toted her prize apple in one as she paid a return call to John Alden. It will bear your own lemon meringue in non-squashing safety to church bazaar or family outing. \$3.40 ppd. Robert W. Kellogg, 51 Hillman St., Springfield, Massachusetts.



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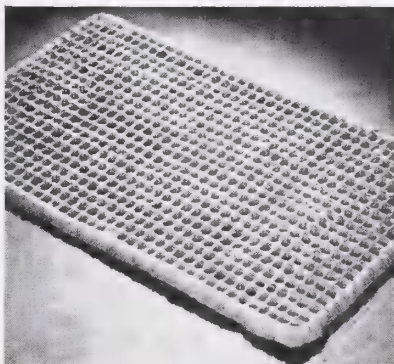
566 S. Gore Ave.,
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Appetite appeal is doubly enhanced

for family or friends—when shrimp or seafood, fruit or ice cream is served in this unusually attractive coupette set. The server also makes a beautiful centerpiece, or can double as a punch bowl, or for floral arrangements. Clear crystal, with green feet, 9-piece set, \$12.50

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Handmade in Haiti;
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Beauty at your feet for years with this sisal door mat. Adds distinction to any doorway; withstands wear and weather; maintains its natural good looks. Not a dust collector; just brush away the dirt that falls through the tightly knotted open waffle weave squares. Measures approximately 20 x 30 in. Postpaid \$5.50

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\$18.75 plus 75¢ for sending

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3" wide x 10" high with heart-shaped knick-knack shelf.
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with this 100% waterproof Firestone Velon "raincoat." Fits over glider, chaise or couch. Provides absolute protection for metal and upholstery. No need to move furniture indoors in sudden showers. Leave cushions and furniture right where they are; cover with Greenbrier's Garden Furniture Raincoat.

EXTRA! At no additional cost your furniture "raincoats" come complete with convenient Velon storage pouch, which clips onto back of furniture when skies are sunny. Always handy.

COLORS: Lawn Green, Ocean Blue, Silver Grey, Dusty Rose.

Glider, Couch or Chaise Cover (Complete with pouch)	\$2.98
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Same, No C.O.D.'s

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Several years ago a fellow we know got to wondering if it were possible to season a piece of meat to give it exactly that same delicious smoke flavor it gets when cooked over a charcoal fire. He started to experiment. Today he has it! CHARCOSALT is as simple to cook with as salt and pepper and you can prepare, right in your own kitchen, the most aromatic charcoal steaks and meats without investing one dime in fancy stoves and boilers. Treat your meat with CHARCOSALT in ten seconds time, and cook in any frying pan or oven broiler. It's amazing but it's true. Send \$1.00 and we'll send you enough CHARCOSALT for over 100 servings. Not generally available in stores—order today from—

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Window



HAPPY THE BRIDE who gets one of these silver-plated casseroles: gleaming her table; proud her new husband. It is fitted with a covered Pyrex liner that she will cook in, and, at the last minute, pop into its gleaming dinner dress. 1 quart \$10. 1 1/2 quarts \$12.50. 2 quarts \$15. Tax incl. Add 50c post. No c.o.d.'s. The Lillian Shoppe, 20 Armat St., Philadelphia 44, Pa.



UNDER THE SUN. your small blond cherub is liable to wind up looking like a well-seasoned denizen of the lower region. So to keep his bean from broiling, here's a white twill hat embroidered with his name in any color. He'll wear it turned down sou'-wester style, or rakishly as a roller. Small, medium, or large, or state child's age. \$1.59 postpaid. Janss, 163-165 Market St., Perth Amboy, N. J.



NICE AND LOW-DOWN. A hand-pegged "Cricket," a faithful copy of the beloved Colonial stool, is a cheerful hearth perch for a small backside, a grand TV seat. And it's a wonderful chance for you to sample the superb craftsmanship found in all Cushman Colonial Creations. 13" x 9" x 8". \$3.95 including booklet, ppd. Add 25c W. of Miss. H. T. Cushman Mfg. Co., Box 419, No. Bennington, Vt.

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uses no rods.

The Frame Ruffle Curtain that cheers up every room. Comes complete with hardware. Easy to hang because they S-T-R-E-T-C-H to fit every window, no fuss, no laundering.

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GINGHAM CHECK PERCALE CENTERBAND. on White Permanent Finish Organdy. Red. \$3.25 ea.

Postage Prepaid with Check or Money Order. C.O.D. Orders accepted. Money Back Guarantee.

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Barbeque Specials

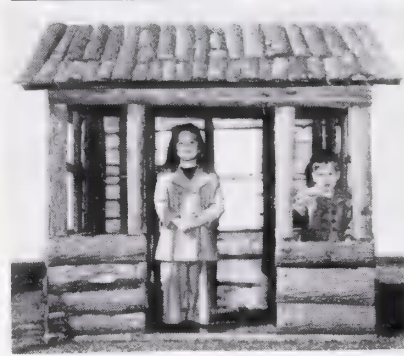
Build one in that unused corner of your lot.

Complete grate as shown:

12"x26" cast iron...\$17.95
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52-page Book of plans and tips on construction...25c (free with order)

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RUSTIC CEDAR CONSTRUCTION

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(F. O. B. Williamstown, N. J.) Cabin plus rustic accessories; table, 2 chairs, fence, gateway, window boxes, flagpole, birdhouses, etc. \$45.00

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Send for free catalog of educational toys and play-ward equipment
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NEW! Trash Disposal Unit Burns Refuse Safely



• A new type outdoor dispose-all unit safely and quickly burns garbage and trash in any weather.

All refuse, damp, green or dry is fully consumed. Scientific draft design completely eliminates fire hazard of flying ash, sparks, burning, blowing bits of paper. Intense combustion removes neighbor-annoying nuisance of flying scraps, smoke, smell. Sturdily built to last for years. Nothing to get out of order. Needs no watching. Will not blow over. Will not destroy grass or shrubs. Ends refuse hauling and fire hazards to quickly pay for itself. Measures 23" square at base by 40" high. Weighs 23 lbs. Over 2 bu. capacity. Recommended by Bureau of Fire Prevention. Full price \$9.95—nothing else to buy. Sent F.O.B. Cleveland. Money back guarantee. Send check, cash, or money order to:

ALSTO COMPANY

Engineers Bldg., Dept. HB-5, Cleveland, Ohio

Shopping



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OLDWAY TABLE, that takes to the beach or back-yard barbecue, suitcase-fashion, seats eight people comfortably, folds to fit in your automobile trunk, the full closet. Made of non-rusting aluminum, open it measures 2' x 3' x 30" high; closed it's 2' x 1/2' x 3" thick. Grand for an all-year-round buffet table, it weighs 19 lbs. \$18.75 exp. coll. Sully & Scully, 506 Park Ave., New York 22, N. Y.



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Extra! "CLOSET KING" Can Also Be Used as an EXERCISE BAR!

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the Plastic Work Glove

AVOID "GARDEN" HANDS
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ANNOUNCING—THE 1950 SOFTEST VINYL SEAMLESS
Tough GLOVES Non-Skid—Non-Allergic Durable—Form-Fitting Finger-Free
Perfected over 4 years before offering for sale by mail. **WATSOLITE GLOVES** withstand boiling water, oil or gasoline, most chemicals, cosmetics, tire & motor grime.

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REVIVA by Jackson of London
NO NEED to worry if you have rings from alcohol, heat or water on your table—nail polish, perfume or liniment on your dresser—ink or paint on your desk—marks on hardwood floors. Just apply REVIVA and most stubborn surface spots vanish like magic. Revives original color and grain of wood. For all dark or light, varnished, shellacked, lacquered and waxed surfaces.

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Use "Patina" Jackson of London English Type Wax (Paste)
A decorator's polish to restore and retain the patina of precious pieces. For all wood and leather. Special BLOND for light woods. \$1.25 jar; \$1.75 double size.

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\$3.50 plus 50¢ delivery

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34" Settee \$22.00 Chair To Match \$12.65
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Distinctive New ADJUSTABLE National Guard GRILLE to protect and beautify Your SCREEN DOOR!

Easily Installed on Combination Screen- and-Storm Door or Regular Screen Door

Smartly designed to bring out the beauty of your entranceway, this lovely grille also provides reinforcement and protection that add years to the life of your door. The graceful scrollwork, skillfully hand-formed of lasting steel, is an appropriate background for the wild duck figurine beautifully modeled in cast aluminum.

FOR COMBINATION SCREEN- AND-STORM DOOR

Order Grille C-81 and specify for Combination Door. Complete with specially-devised clamps for quick installation. Easily adjustable to fit any ordinary size Combination Screen-and-Storm Door. Finished in White Enamel.

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NATIONAL GUARD PRODUCTS, Inc.
757 Madison Ave. Memphis, Tenn.



Clamp for use on Combination Door

Mallard Design GRILLE ONLY
\$21.50
FREIGHT PREPAID (West of Rockies \$1 Additional)



Window



PATIO CART. This is one of the high spots of the recent New York Gift Show, and one of the finest bargains you'll find around town. It comes in natural wood unfinished, but sanded and ready to paint or use as is, and the two levels hold your cocktail, tea, or supper needs. With 2 front wheels, it comes unassembled and puts together easily. \$6.99. B. Altman & Company, New York 16, New York.



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PAID 12/21

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Pin this exotic lamp to your wall for smart color accent. Seated nubian figure in mirror black pottery glaze, tastefully decorated with gold. Holds planting bowl between knees. Shade is rich red Lustre-Lite parchment, gold trim. Lamp is 18" high over all. Send check or money order to

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LAMP DEPT.**

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Surprise Guests with Real Ice Balls

Pop one out at a time and listen to the "ohs" & "ahs". Very new & clever for year-round entertaining... for bride and hostess gifts. Freeze ice balls for drinks... fruit juices for salads. Set of TWO patented ICE CUBO Rubber Trays freeze 18 ice balls at a time, ea. 1 1/2" in dia. Trays last for years. Two trays, gift-boxed with color tablets—\$3.95 postpaid. No C.O.D.'s. ORDER TODAY.

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\$500 and Up



1 to 10 Rooms

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SEND FOR FASCINATING BOOK 50 Beautiful log cabin designs! Packed with practical know-how.

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The fun starts after the "last drop" and the surprise ending is anything but old-fashioned. The Gruesome Threesome Old Fashioned Glasses—with a spider, cockroach, or fly, hand painted and fired in the bottom—will startle even the most blasé when it's bottoms up.

Set of 3, Gift boxed, **\$2.95**
plus 35¢ postage

Write for new gift catalog

klepa arts

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Shopping



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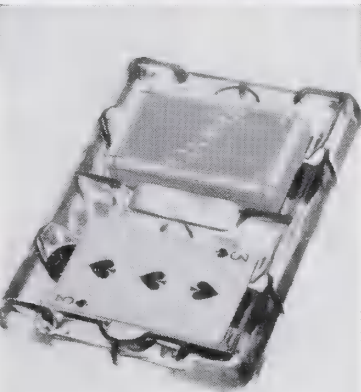
IT SERVES YOU RIGHT.

Clip-on coaster, made of coiled steel covered with tenite plastic, will never rust, so you can use outdoors on your deck chair, indoors on the Canasta table. In green, blue, red, or yellow, a set of 4 is \$2.50. The same coaster, attached to a spear to spike into the lawn, is \$2.25 for a set of 4. Postpaid from The Bar Mart, 62 West 45th Street, New York 19.



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A TRAY holds the stock and discard piles in neat, no-peeking packs, and the center partition mounted with a Dura-bronze nameplate that is engraved with your name or monogram. Names are limited to a maximum of 15 letters and spaces. Tray comes in clear, ruby, green, or tortoise shell plastic. Just \$1 postpaid. Gifts 'n Games, 8507-09 Sunset Blvd., Hollywood 46, Calif.



A Gracious Gift!



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Her choice of name or initials beautifully engraved on this Sterling Silver bracelet. Gift boxed. Special secure safety clasp . . . solid links . . . excellent quality construction. Be sure to include name or initials to be engraved.

\$3.50 Engraving free. Excise tax and postage included. No C.O.D.'s please.

Silverart Associates

1525 East 53rd St., Chicago 15

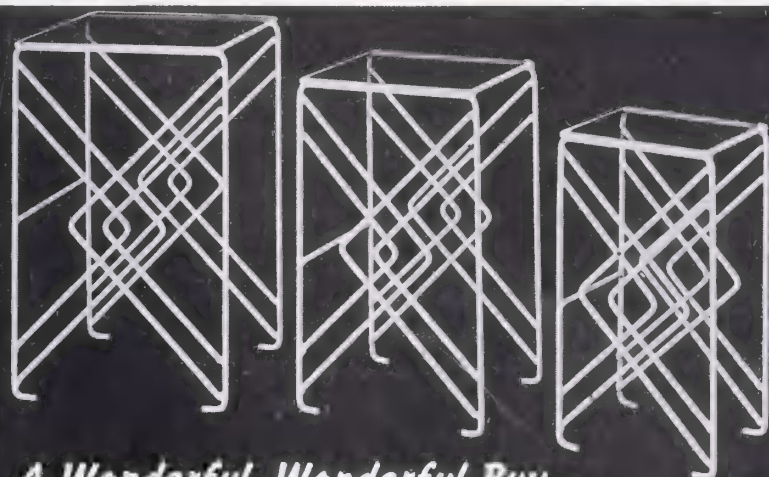
Send for folder of other distinctive gifts



TERRY MIXER SHIRT (a) In white only, with 3 letter embroidered block monogram in red, blue or green. S.M.L. \$8.25 monogrammed
BEACHCOMBER (b) Terry cloth short beach jacket. White only with embroidered, 3 letter monogram in red, blue or green. S(34-36), M(38) and L(40). XL(42-44) \$12.95 monogrammed
TERRY SHORTS FOR MEN (c) 3 pockets, belt and zipper. In white only with 3 letter embroidered monogram in red, blue or green. Sizes 32-44. \$7.95 monogrammed
Add 25c P.P. & ins. each. Allow 2 weeks delivery. Sorry, no C.O.D.'s. Write for free brochure, "Terry Time"—practical suggestions for casual wear.

Department B

Franklin-Bayer
THE LINEN SHOP, INC.
630 North Michigan Avenue
Chicago 11, Illinois



A Wonderful, Wonderful Buy -

Never a value to compare with this nest of tables which generally cost so very much more. Three individual nested wrought iron tables, complete with heavy glass tops, exceptionally graceful in design and sturdy in construction. All specially designed to stand firmly, the largest 20 1/4" high, 12 3/4" x 12 3/4" top. White only.

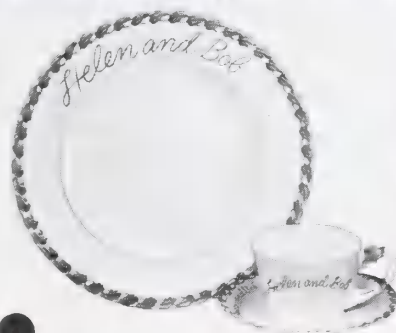
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This unique, attractive table service with your name or the name of your ranch, seaside home or mountain cabin is available now. Order your complete set of this famous semi-porcelain dinnerware (under permanent glaze — guaranteed against crazing. Your choice of red and blue or green and yellow rim.

— Write for bulletin. —

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AMERICA'S FINEST LINE OF SEMI-PORCELAINS



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If there's a clear-eyed, fond and sweet young person in your life, she will be so proud of this personalized monogrammed sterling silver necklace. It is made to order by hand, and will enhance a tailored little outfit or

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hold your coins, be they pennies, nickels, dimes or quarters, for bus fares, parking meters, tolls, etc. Gold colored metal, has a "conductor"-type slot in which to slip coins. Best of all, it is also a good strong key chain. **\$1.95** postpaid.

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Rejuvenate your old chaise longue pads with PAD-A-PADS, the new tufted, cotton-filled, army duck covers that slip right over standard pads for chaise, swing, glider or cot . . . Elastic bands and ties give tailored effect . . . PAD-A-PADS are filled with six pounds of cotton . . . Vat-dyed, water-repellent and mildew proof . . . Blue, green, yellow, rust or red . . . **\$7.45** Postpaid

If new chaise longue pads are needed, standard 24x74 army duck pads available . . . 16 pounds of cotton filling . . . Same colors . . . **\$10.95** Postpaid

No C.O.D.'s, please . . . Write for catalogue showing patio and beach pads, office chair covers, pillows, swing covers, etc.

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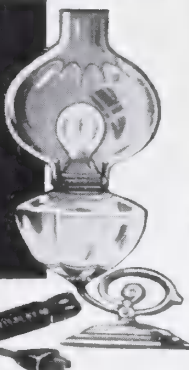
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ORDER NOW... Only \$2.50 each post-
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at base also.

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**Decorate Table as Fruit,
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Set of 3 beautifully polished, unbreak-
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Window Shopping



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If you're a two-fisted clean
you'll want a pair at \$1.69. Sing
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(Continued on page 61)



NON-OVERFLOW PIE PAN END OVEN-SCRAPING

Never again need you twiddle with a charred, baked-on oven m
Non-Overflow Pie Pan have grooved rim to catch the juices
bubble over the edge of the pie. Foolproof with the moiest b
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Work-savers in your own kitchen—and useful, appreciated gi

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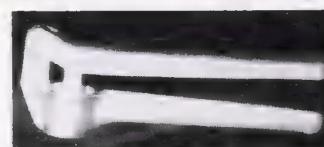
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cheap, light pans n
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Write today for booklets:
 "American Traditional"—full color—10c in coin;
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WORLD'S LARGEST MANUFACTURER OF QUALITY BEDROOM AND DINING ROOM FURNITURE

Women with a sense of style prefer Firth



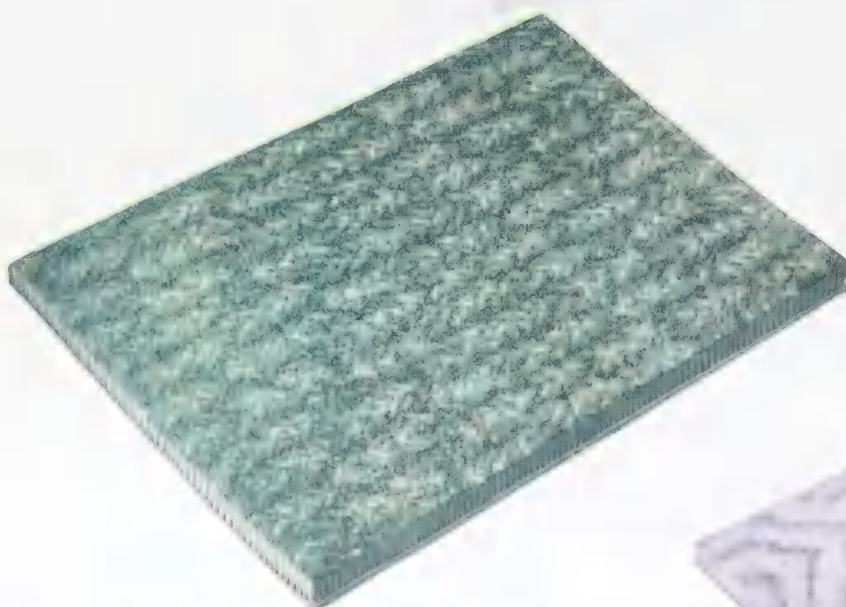
Firth's CHROMATA is a lovely carpet to dream on—to wish upon—and to own!

A high pile, stipple-finish broadloom—available in twelve exciting colors. Approximately \$10.50 a sq. yd.

Firth's PROVINCIAL and 18th CENTURY—a sprightly, gaily colored 18th Century floral design on a beige background. Illustrated—Beige (#6230). Approximately \$7.50 a sq. yd.

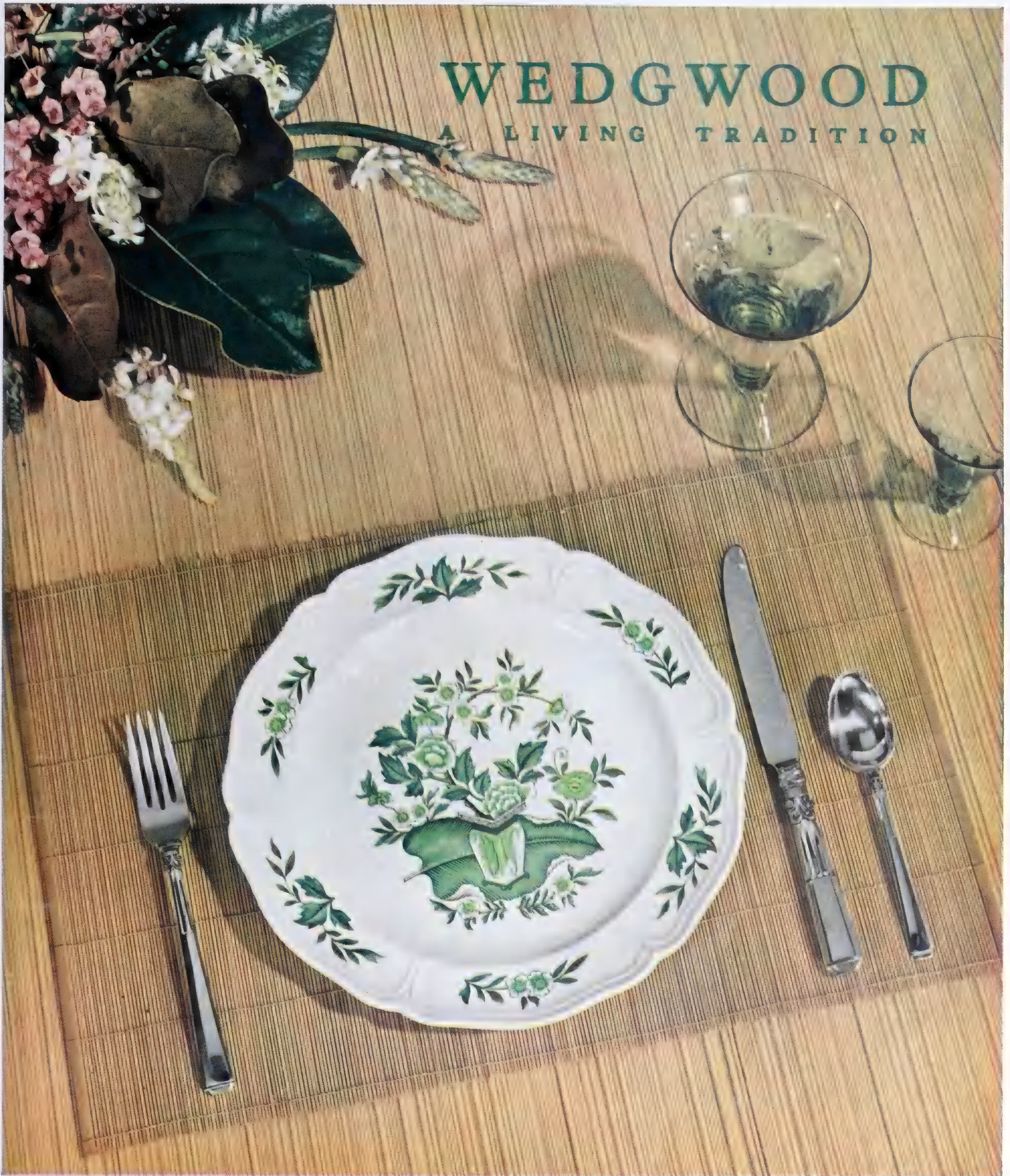


Firth's CELLINI is a superb quality "carved" broadloom. Two heights of virgin wool yarn, the lower one vinylized to insure permanence of the design effect. Shown is the Turtle Shell design in Silver Frost Gray (#1535). Approximately \$11.95 a sq. yd.



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A new WEDGWOOD pattern—for immediate delivery!

Here is a new Wedgwood pattern which you can now buy and not have to wait for delivery. It is called "GREEN LEAF", and it was designed by Victor Skellern in 1949, on the traditional Queen's

Shape from Josiah Wedgwood's own first pattern book of 1770. Wedgwood Queen's Ware dates from that time you know. It received its name when Queen Charlotte appointed Josiah "Potter

to Her Majesty". You can buy a five piece place setting of this distinguished Wedgwood pattern for only \$5.75. Write for names of stores which have it in stock. 24 E. 54 St., New York 22, N. Y.



the Final Touch...

NEW CHATHAM BLANKET COLORS

The *very* idea...to dramatize the beauty of your twin beds with a pair of Chatham blankets—in *different* colors. It's high style, so easy to do. Choose a new Chatham color for his bed—another for yours—in shades that complement each other and the color scheme of the room. (Imagine the subtle harmony of Chatham's yellow and green in the room pictured above.) Your favorite department store has fine all-wool Chatham blankets in vivid new decorator shades and pretty pastels, in many styles and prices.

CHATHAM MAKES GOOD BLANKETS

FOR ALL THE FAMILY



Window Shopping

CONTINUED FROM PAGE 56

HUGGSIES are the zaniest mugs that ever quenched a beer drinker's thirst. Persuaded a child to down his milk, served a hot tennis player with a frosty Coke. Handmade of glazed pottery, each one is a different character with an appropriate name. Such as Jerry the Jerk or Flirty Bertie, on the bottom. The set of six is \$8.95. Shipping charges collect. Avalon Gift House, Box 935, Front Royal, Va.



ELECTRIC BEAN POT. Old-fashioned baked beans simmer slowly, retain their flavor, in this glazed brown ceramic pot with metal cover. You'll use it, too, for cooked cereals, stews, soups, fried fruit. The heating unit is a separate piece, and is fine for warming rolls or keeping coffee hot. 8" high, 2 qt. capacity, it works on AC or DC. \$6.95 ppd. Norman's, 416 Mill St., Bristol, Pennsylvania.



WHAT A RELIEF! Pin-up plates for sun porch, breakfast room, or over the mantel in your summer cottage will have guests all-eyed, because the three-dimensional garden scenes stand out in gay relief. The plates measure 7 1/2" in diameter, and the designs come with green, blue, yellow, or red as the predominating color. \$2.50 each, \$4.90 the pair. ppd. Madison Gifts, 12 W. Merck Rd., Freeport, N. Y.



The **Picnic Aid** makes picnics more fun! You cook, carry, reheat, and serve in its five nested aluminum pans. As top-to-bottom lock and convenient carrying handle. Protects food against weather and insects. Detachable handle converts bottom pan into fryer to use over campfire. All five pans can be used at home for top of range or oven cooking. Can be ordered for \$5.95 postpaid, from well-known utensil manufacturer,



The Buckeye Aluminum Co.
772 Spruce Street, Wooster, Ohio

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THE IDEAL NURSERY GIFT!

Lamps are made of the new Durex, complete with flame bulb that gives a soft shimmering glow, that will not disturb baby. Open pajama back makes a cute pose. Pink or Blue, specify Boy or Girl.

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Old-fashioned Comfort... plus modern beauty! In lifetime, resilient STEEL!

ALL 3 PIECES FOR **\$34.50**

No wonder we've shipped so many of these outdoor sets... to almost every state in the Union. For a tiny \$34.50 you get a fine, big 62-inch Glider, a matching Glider Chair, plus springy Lounge Chair. The whole works comes packed in a single carton; weighs 17 1/2 lbs. (Freight charges extra.) Order today!

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You'll love these Northwoods favorites. Hand laced, genuine moccasins. Adjustable thong for snug fit. White rubber sole and orthopedic type heel. Order by shoe size - 4 to 9. Postpaid. Send check or Money Order. (No C.O.D.'s please) **\$4.00**

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Set of 4 \$2.50 Post pd.

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COMPLETE WITH GRASS CATCHER

compare with
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can be filled
with water, has
air holes for ven-
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Also available in **MOM** model
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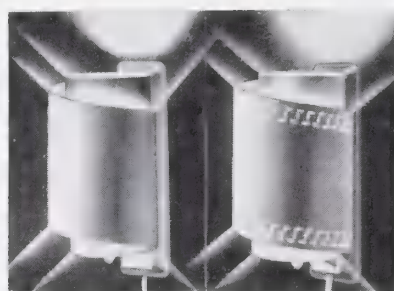
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FOR GOLFERS
KADDY KIT!**

In genuine natural bridle
leather, saddle stitched.
Holds 3 balls. Attaches
easily to golfer's belt, out
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KADDY KIT comes with 4
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NEW Louvelite PIN-UP LAMPS

With or without decorative perforations
Please specify which
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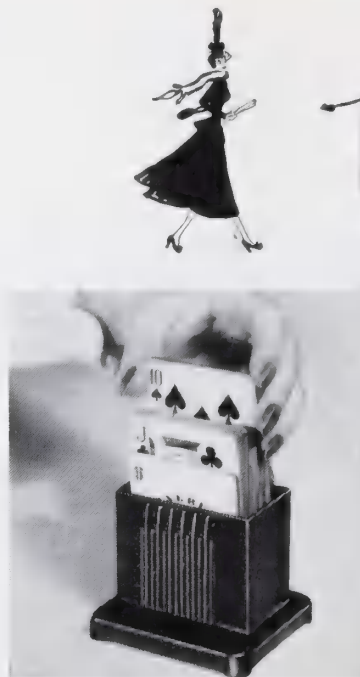
Another 'first' in smart modern lighting—another 'must' for beauty-loving homemakers... these newly designed Louvelite Pin-Up Lamps are the inexpensive answer to unique, enchanting lighting for any room. New, streamlined circular enameled all metal bands add distinctive beauty to walls, while soft, diffused light adds romance to rooms. Choice of ivory, light green, peach, dark blue, grey, dark green, light blue, Chinese red, dabbonnet, yellow and chartreuse. Size 9" x 11 1/2" x 5". (It's the perfect light for television viewing, too!)

SAME LAMP—COPPER OR BRASS PLATED
Smartly combined with wide outer band and bracket of heavy brass or copper plate and inner band in a choice of 11 colors. **\$3.95**

Money-back Guarantee. Postage prepaid. No C. O. D.

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ENCHANTED CIRCLE. A beautifully symmetrical ivy ring comes with four candle holders, and your entire table decoration is solved with one lovely piece. Fill the hollow trough with water and arrange your ivy in its circle. It will last and last. In crystal, ruby, or emerald plastic. 11 1/2" wide, \$6.95 ppd. Bodines of Baltimore, 444 E. Belvedere, Baltimore 12, Md.

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**CALIFORNIA
CARPET & RUG
CLEANER**
POWDERED
NET WEIGHT
1 LB. 11 OZ.

DOUBLE DUTY SAXON HASOCK
BEAUTIFUL-ROOMY-PRACTICAL

Fits in any room! Comfortable padded seat top is removable. Over 2 1/4 cu. ft. of storage space 15" x 17" dia. Sturdy construction will support 500 lbs. Durable Plastic covering in red, green, eggshell, yellow, gray, brown, chartreuse, rose or blue. Complete with Bar rack or Shoe rack interior.

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Satisfaction
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PAVINOLEUM, INC.
Dept. A, 342 Madison Ave., New York 17

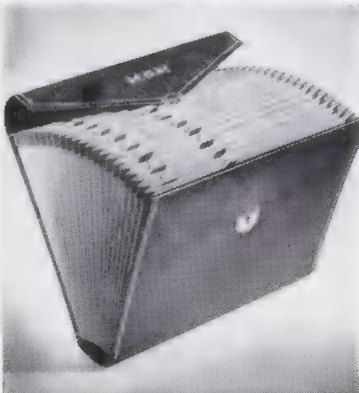
Shopping



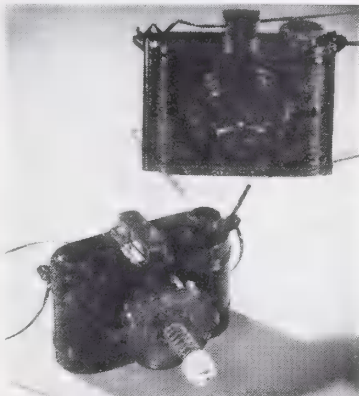
WORKING LIGHTER. This is such a dead ringer for a champagne cork that you even hear the echo of its "pop," and suddenly you're in a party mood. Made of dazzling gold plate, it would be a provocative gift to send to someone very special. In memory of the night you fell in love as the bubbles sparkled in your champagne glasses. \$2.25 ppd. Frances-Morris, 1016 Carroll St., Brooklyn, N. Y.



LADY OF AFFAIRS will be as beautifully organized as a coon with this handsome cowhide leather correspondence file which has 21 divisions alphabetically indexed for letters, bills, photographs, clippings. With 24K Florentine tooling, it comes in caroon, green, or blue and is stamped in gold with a monogram. 12" x 10", \$12.50 ppd. Samalier & Buckley, 1141 Connecticut Ave., Washington, D. C.



TRICK PHOTOGRAPHY. If you're young, and full of ginger, and suffering from the reaction of the stern taskmaster of 4B, these two joke cameras will snap to his spirits. Both of them work more effectively in close-ups. The quirking Camera shoots a spray of water at the poser; the Jack-in-the-Box camera is a pop-out locker. \$1 the pair, ppd. From J. Anthony, Box 402, Milwaukee 1, Wisconsin.



NOW! SELL YOUR UNUSED OR ANTIQUE JEWELRY & DIAMONDS

by mail WITH CONFIDENCE!

In most homes of the better class, there is "forgotten treasure" . . . in the form of *Old Gold, Silver, Jewelry and Diamonds*. We pay peak prices for whatever you have for disposal, either for the value of the precious metals and stones which they contain, or for their *premium* value as resalable items.

TOP PRICES GUARANTEED
Use the dignified Baring-by-mail method. Deal with a licensed and bonded firm . . . with a background of 3 generations in the field. We guarantee you *top prices*, based on scientifically accurate valuations. For your added protection, your articles are insured while they are in our possession. Today prices are *High* . . . tomorrow may be different. Why not send us your things *now*, perhaps this very day?

DON'T WAIT SHIP TODAY

BARING HOUSE
Division of Baring Smelting & Refining Co.
One E. 57th St. (Corner 5th Ave.)
NEW YORK 22, N. Y.

14 Day Approval
Our remittance is sent to you within 24 hours of receipt of your shipment, which is held in fact for 14 days subject to your acceptance. You risk nothing!

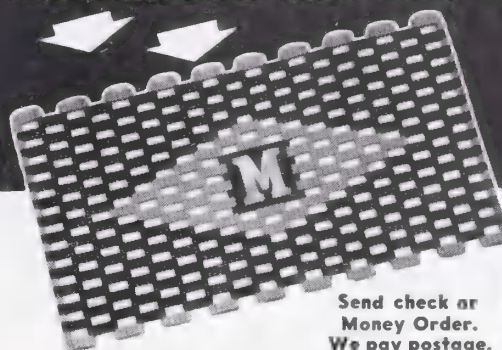


BE A SHOW-OFF
New Decorators Item

This new and unusual Cup, Saucer and Spoon holder for your priceless collection. Holds 12 cups & saucers and 13 spoons, either regular or demi-tasse. All hardwood with a hand rubbed finish, in either rich mahogany, or cape cod (red) maple, or antiqued salem (golden brown) maple. Measures 30" high, 25 1/2" wide, 3" deep. Price \$17.50. Express Collect. Please, no C.O.D.'s. (Cups, saucers and spoons not included.)

C. & T. ASSOCIATES
3514M South San Pedro Street
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PERSONALIZED with YOUR OWN INITIAL!
America's Finest
RUBBER DOOR MAT



Send check or Money Order. We pay postage.

ORDER BY MAIL!
\$3.95

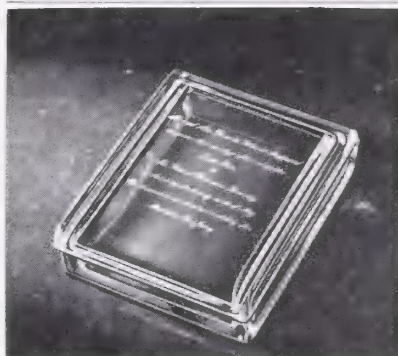
Approx. 15" W. x 25" L.

Keeps dirt OUTSIDE the house! Corrugated resilient construction zips dirt into the open spaces. Washes in a wink.

ALSO
Larger, personalized mats — approx. 17" wide by 32" long at \$5.95 each.

- New, Live Cushioned Rubber
- Years of Service
- Black and Red Combination
- Really Wipes CLEAN

Lloyds Rubber Co. Dept. A
P.O. Box 1604, Providence, R.I.
Send me . . . Rubber Door Mats, at \$3.95 with this initial . . .
Send me . . . Rubber Door Mats, at \$5.95 with this initial . . .
Check or Money Order for \$_____ enclosed.
Name _____
Address _____
City _____ State _____



Invitation to Smoke

Send the next wedding invitation or announcement you receive to us and we'll etch it on a fine Postoria glass cigarette box. The lucky couple will cherish forever such a lasting reminder of their wonderful wedding day. It measures 5 1/4" x 4" x 1 1/2". Gift-boxed and sent directly to the bride, if desired. Delivery in about ten days.

\$7.95 postage prepaid
No C.O.D.'s, please

Please address Dept. H-1

HOLIDAY HOUSE
5 Bellevue Theatre Bldg., Upper Montclair, N.J.



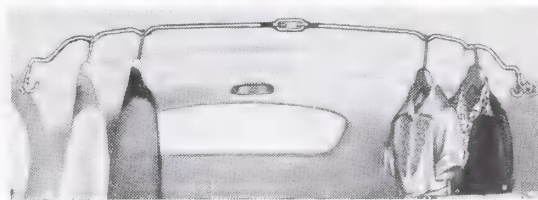
HOT DONUTS IN A JIFFY!

Enjoy hot donuts in minutes with amazing, new Prest-O-Gun, polished aluminum home donut maker! Marvelous for breakfast, snacks or when guests drop in. No rolling out dough or cutting donuts. Simply load "gun" with one of easy recipes furnished, squeeze trigger, out come perfectly formed donuts! Ideal gift! Order today. Send check or money order.

Only \$5.95 postpaid.

KITCHEN ECONOMY CO.
Dept. B-5, 125 Tenth Street,
Oakland 7, California

HANG 32 GARMENTS IN YOUR CAR—END PACKING TROUBLES ON TRIPS



This amazing Hang-All Auto Wardrobe Rack fits flush with the roof of your car above doors or windows. Does not obstruct rear view vision or touch doors or windows. Attaches in seconds to any make or model car—instantly detachable if desired. Handsome nickel-plated steel rack will support one hundred pounds of clothing full length. Send check, money order, or postal note today. \$3.95 postpaid. Money back guarantee in 10 days unless completely satisfied. Order *now*!

DAMAR DISTRIBUTING CO.

Dept. HBA5 22 Treat place Newark 2, N. J.



Lily Pad Nest of Tables

Salterini's beautiful wrought iron tables have Lily Pad tops, and the 20" size nests under the 22" size. Top measures 12" x 11". You'll use them with spectacular success both inside and out, and the famous "Neva-Rust" finish guarantees against rust or corrosion in any weather for six years. In statuary bronze, antique ivory, white or shrimp pink.

\$10 for the nest
add 85¢ postage no c.o.d.'s

bertram shrier, ltd.
1147 Connecticut Ave., Washington, D. C.

ADD A CLOSET

with **NEW Waldor XPANDA-RAK**

Truly, a dream come true. No more closet crowding—No more clothes lying around.

Ideal for daily or storage use in foyers, apartments, offices, waiting rooms, attics... as a guest closet.

ONLY
\$5⁹⁵

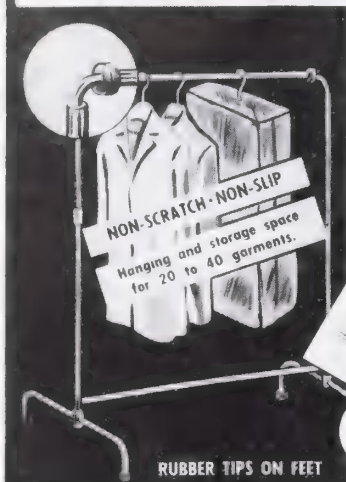
Add 55¢ for shipping.

- Measures 64" x 36" in use.
- Stores away in flat box 2" x 36" x 17".
- Made of 6 easily detachable parts.
- Sturdy, super bright finished, steel construction.
- Sets up simply in 5 minutes.

NO TOOLS required to assemble or detach these 6 parts.

Write Nu Products, Dept. HB 5,
Box 417, Long Beach, N. Y.

Orders Filled Promptly
No C.O.D.'s. Money
Refunded in 10 days
if not satisfied.

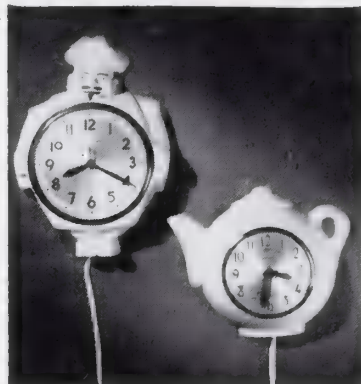


RUBBER TIPS ON FEET



Window

GOOD TIMING is nowhere more important than in the kitchen, and these Sessions electric wall clocks are the gayest bargains that ever kept track of what's cooking. The Chef comes in white only. The half Teapot comes in green, red, yellow, or blue. Both work on AC or DC, and each is \$5.94 including tax and postage. We found them at Arthur's of Plainfield, 178 E. Front St., Plainfield, N. J.



WRITESCOPE is the phenomenal little charmer that turns out to be a ball-point pen or a pencil when it is not telescoped into its tiny case, just 1½" long. When fully extended, it measures 4", comes in a decorative golden metal, and the case has a ring for attaching to key chain or bracelet. Available as either pencil or pen, \$1 each, ppd. Art Colony Industries, 69 Fifth Ave., New York 3.



TAKE A HEADER into the most luxurious Texfoam pillow that ever carried you into the Land of Nod. Your head is cradled on millions of tiny air bubbles honeycombed in the softest foam rubber. It's allergy-free, cool, buoyant, and shape-retaining. Covered in pink or light blue rayon satin, 15½" x 24", \$7.95; \$15.50 pr. ppd. No c.o.d.'s. Barbara Dale Home Fabric Co., 2326 S. Michigan Ave., Chicago 16.



Pign Whistle Shop
Gifts of Distinction

For Summer Fun

INFLATABLE POOLS

Just right for tiny tots and pre-school puddlers. Rugged and sturdy, they fold into small, compact packages. With colorful tubular plastic construction for added strength.

RUB-A-DUB DUB POOL, 34" dia. by 6" high—\$5.00 each.

WATA-POOL, JR., Oval 43" x 50" by 9" high—\$10.00 each.

THE PIG'N WHISTLE SHOP
EAST LANSING, MICHIGAN

Ideal for Bathroom or Bedroom

VANITY HAMPER

New design combines beauty and utility. Fine custom cabinet work for lifetime service. 32" high—12" deep—20" wide. Convenient drawer. Tilting removable hamper with metal grille. All white enamel finish—or white with grille in peach, blue, yellow or green pastel tones.

\$18.50 express charges collect. No C.O.D.'s. or unpainted at \$16.50.

Order today—specify color, or plain.

METALVENT CORPORATION
Dept. HB, 4020 N. Port Washington Road
Milwaukee 12, Wisconsin

PREVENT Dog Damage

to Evergreens, Shrubs, Flowers, Vegetables, etc.

Amazing Liquid Chaperone keeps dogs, other animals away from gardens, garbage pails, etc. Easy to use. Just spray on. Works like magic. You don't smell it—does can't stand it and keep their distance.

Harmless to you, your pets and your plants. Economical—Won't wash off. Odor lasts, rain or shine. A little goes a long way. 8-oz. bottle Liquid Chaperone, only \$1. For Bigger Savings: Qt. \$3—Gal. \$8.

To keep dogs off furniture, etc., use Powder Chaperone, also \$1.

Chaperone Dog Cleaning Powder Cleans better than water. Easier on you and your dog. Try Giant Shaker package only \$1.

Some towns and Shaper Black County order on all three of these products.

SEND NO MONEY

Order Liquid Chaperone \$1 C.O.D. plus postage (or send \$1 bill at our risk and we'll pay postage).

Sudbury Laboratory, Box 204, S. Sudbury, Mass.

LIQUID Chaperone

AUTOMATIC ELECTRIC COFFEE PERCOLATOR

Plug it in, starts perking within a minute. Makes 8 perfect, delicious cups. Shuts off when coffee is brewed—keeps it steaming hot indefinitely. Plastic legs protect table. Easy pouring, readily cleaned, heavy aluminum. Enclosed unit, Underwriters approved. Satisfaction or your money back in 5 days.

Check or M.O. 9.95 Postpaid

Scranton Jewelry Co.
321 Penn Ave., HB1, Scranton 3, Pa.

BEAUTY • COMFORT • ECONOMY

GLASS SHOWER DOORS

or TUB ENCLOSURES

A Glass Shower Door or Tub Enclosure will add beauty to your bathroom as no other single improvement can. They are permanent and inexpensive... eliminate constant upkeep and expensive replacement of shower curtains. Send for free folders.

HOUSE PLAN BOOKS

Ultra smart plans for Better Homes... \$1.00. Small House Plans... 50¢. Both of these wonderful books for only \$1.40. These plan books will give you and your builder smart new ideas and save you time and money.

SOUTHERN Shower Door & Cabinet Co.
Dept. HB-5 4511 Kyle St. Houston 6, Texas

LOVELY DECORATORS' ITEMS

Delight Your Friends • Treasured by You

These "conversation pieces" are highly polished Plexiglas with hand-carved, hand-colored red roses and foliage so lifelike it seems the actual blossoms have somehow been preserved in brilliant crystal.

\$9.95 TABLE LIGHT. Also a night or TV light. Only roses and leaves glow. With base 6" x 4½". Plexiglas 1" thick. Has bulb and cord.

\$4.95 CIGARETTE LIGHTER. Newest in colorful table decorations. Plexiglas reflects brilliance of roses and foliage. Prism is 3" wide and high.

Safe delivery guaranteed. Returnable 10 days if dissatisfied for full amount including return postage.

Catalog lists other colors and shows many different Eterna items.

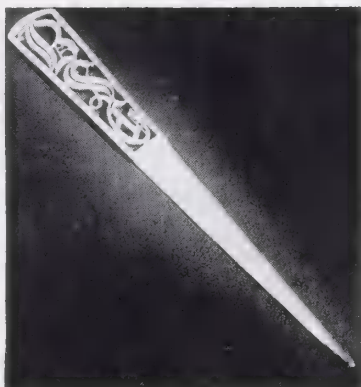
ZENITH PLASTICS CO.
Dept. A-1, 54 E. Cross Ypsilanti, Michigan

Both for \$13.95 postage prepaid if send check or M.O.

Shopping



GRAND OPENER. This is the gift to give to a great lady. Your mother, perhaps; or a tall, beautiful woman whose desk is as serene as her garden. It's a heavy sterling-silver letter opener, whose handle is distinguished by a handsome cutout monogram. \$15 including tax. Add 15¢ post. Black Starr & Gorham, Fifth Ave. at 8th St., New York 19.



FOOT, MON! An imported lightweight wool waistcoat comes in authentic tartans of Scotch Highland clans, and with it he'll be the envy of every man in the county. It may be had in small, medium, large, or extra large, and is available in Dress Stewart, Dress Gordon, or Hunting Stewart tartans. \$13.50 postpaid from Johnny Appleseed, North Beverly, Massachusetts.



LUCKY THE PUP who gets one of these impish playmates to rough-house with. Pete the Pelican, Old Gray Mare, and Ham-one the Dog are made of pure latex rubber, and as Rover cuffs them or gives them a playful nip, he'll be set back on his haunches by their whistles. 75¢ each. Postpaid from The Dog Shop, 51 Washington St., Wellesley Hills, Massachusetts.



Kitchen Saw

Cuts frozen foods, hard-frozen ice cream, bones—or 'most anything else you can think of! The edge is so tough it will even cut through wood and metal. And it's wonderful for slicing crusty French bread, etc. 15" long; clear-finished hardwood handle. Bright, rust-proofed blade has hole for easy hanging.

SATISFACTION GUARANTEED ON EVERY PURCHASE FROM WALTER DRAKE

Walter Drake

ALUMINUM NON-OVERFLOW
PIE PANS, 2 for \$1.00 ppd.

89¢ postpaid **2 for \$1.75**
(Colo. residents add 2% sales tax)

195 Drake Bldg., Colorado Springs 5, Colo.



BURGESS ELECTRIC PAINT SPRAYER

Just plug it in and spray. 24 oz. capacity. Fast, economical for paint, varnish, oils, insecticides etc.

Send for FREE 128 page catalogue of nationally known merchandise just off the press.

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ROGERS APPLIANCES INC. New York 3, N. Y.

LIST PRICE
\$12.95

\$8.95
POST PAID

WASH YOUR CAR IN 12 MINUTES —

SAVE TIME AND \$\$\$

NEW FOUNTAIN BRUSH

WONDER WAND CAR WASHER

\$3.95 Postpaid (No C.O.D.'s)

ORDER BY MAIL

Look at the price — what a saving! Attach "Wonder Wand" to garden hose — wash your car in 12 minutes in your Sunday best! Scrubs, soaks, rinses as it cleans! Pays for itself in 2 or 3 washings. Also cleans windows, walls, screens, floors, boats. No ladder, no soap, no pail. Long 4 ft. handle of strong, featherlite aluminum alloy with big soft bristle fountain brush. Satisfaction Guaranteed.

"Best time and money saver ever!" says car owner L. B.

Home and Garden Gifts

BRECK'S

RELIABLE SINCE 1918

95 Breck Bldg., BOSTON 10, Mass.

BIG BAR-B-Q CHUCK WAGON



Select CALIFORNIA REDWOOD

For serving outdoor meals, you can't beat this handy version of the tea cart. Built to take it and you can leave it outdoors because it's weather sealed. Table top: 20 1/2" x 30" x 1 1/4" thick. Height: 32". Wheels: 9" diameter. Shipped knocked down. Easy to assemble. Your money back if not delighted. Express charges collect **\$21.50**

SUNSET CABINET SHOP

414 E. California Ave., Bakersfield 1, Calif.



DECORATIVE MIRROR

Whatever color your dressing table is, there's sure to be a harmonizing shade in which you can select this mirror for it. There's off-white, or French gold—so take your pick. Has easel back to stand or can be hung. Measures 15" x 11 1/2".

\$3.50 add 15¢ postage Dept. H-5

SEND CHECK OR MONEY-ORDER

No C. O. D.'s

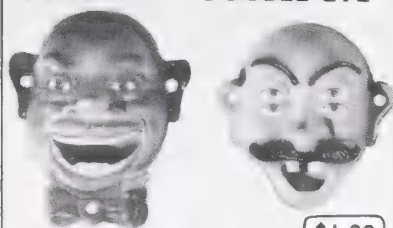
Photo frame to match for 8" x 10" picture at same price also available.

Henry Rosenzweig
723 Lexington Ave., N. Y.

New! WALL TYPE BOTTLE OPENERS

NEGRO

DOUBLE EYE



\$1.00
EACH
Bright
Colors

REMARKABLY lifelike characters that bite off bottle caps in your recreation room, kitchen, or bar. Hand-painted iron with painted screws for attaching to wall or woodwork. Lasts a lifetime. Novel hostess gifts, party prizes, or housewarming presents. Each about 4 inches wide. *Negro* comes also in solid brass at \$2.00. *17¢* pay postage.

Noveltyme Studios HELLAM 1, Pa.

STEP-UP SET FOR CHILDREN

For your child, grandchild or godchild

In 1847
Rogers Bros.
Silverplate



1. Baby feeding spoon — just right for the first time you feed solid foods. 75¢
2. 2-piece Educator set—helps baby learn to feed himself. \$1.75
3. 3-piece Youngster set — graduates the child to adult food service. \$4.50

America's finest silver plate — First Love, Adoration, Remembrance, or Eternally Yours patterns — in distinctive plastic step-container.

Complete, postpaid **\$6.75**
(No Federal Tax)

Send check or M. O.—no COD's please—to

Bonnie A. Solin Gifts and Oddities
44 CENTER STREET • CHICOPEE, MASS.

SUPERB VALUES IN HEAVY SILVERPLATE



Remarkably Priced at

5.99 EACH

COMPLETE INCLUDING TAX AND PREPAID POSTAGE

A—Silverplated Gravy Boat & Tray, both for..... 5.99

B—Silverplated Well & Tree Platter, 16" long..... 5.99

C—Silverplated Covered Double Veg. Dish, 12", 5.99

D—Silverplated Coffee Pot, large 8-cup capacity... 5.99

E—Silverplated Sugar and Creamer, both for.... 5.99

F—Silverplated Engraved Serving Tray, 18" long. 5.99

MAIL ORDERS FILLED Gift-boxed. Sent C.O.D. or Prepaid.

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BAIRR'S

Department HB-5
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English BONE CHINA



PASSION FLOWER

America's largest retail selection at lowest prices of open stock English Bone China. New dinnerware booklet will be sent on request.

HERBERT S. MILLS
EAST KING ST.-HAMILTON, CANADA

Reproductions By Mail



—Smart!

—Low Cost!

A modern Cocktail chair, our Ameritiff chair, that sits as comfortably as it looks, and it's a housekeeper's dream to care for. Coil-spring seat and upholstered in spongeable Tofitex plastic in red, green, blue, beige, yellow, or chartreuse. American Hardwood frame with legs finished in either blonde or mahogany. Height 30 in. Width 24 in. Depth 21 in. Only \$16.97 each or a pair for \$32.95. In muslin or covered with your material (Requires 2 1/2 yds. of 36" or 1 1/2 yds. of 48"). \$14.95 each. Send check or money order—no C.O.D.'s. Express charges collect. Also, send 10c for your copy of "A Selection of Chairs".

The Chair Shop
Box 220 Hickory, N.C.

Easy on the Eyes!

New WESTCHESTER SUN GLASS

Optically correct in every respect. Full protection from glare on all sides. Available in attractive colors of red, green, white, light and dark blue, dubonnet, cinnamon and light and dark shell.

With suede case, \$8.00

Send check or money order

Styled by

AITCHISON & CO.
483 FIFTH AVENUE, NEW YORK 17, N.Y.



"HANGOVER"

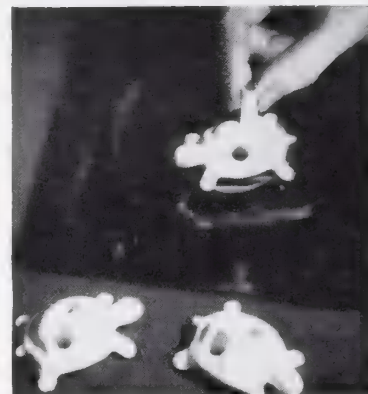
Before the publication of this volume it was virtually impossible to enter the realm of the hangover without considerable agony. This book now makes such an excursion painlessly possible. Fantastically illustrated by Alex Keene, with poetic commentary by Gibson. \$1.50 (Postpaid). Hangover Hat (not illustrated) with ice bag and pockets for antidotes \$2.95 (Postpaid). Send for Free Catalog of Smart Bar Accessories

the **GAME ROOM**

1538 Connecticut Ave., Washington 6, D.C.



Window



MIRRORED PLACE MATS

do wonderful things for a table—give it sophistication, uncluttered simplicity, and your china, of course, becomes doubly effective through their reflected glory. Each one is made up of gleaming mirrored baguettes which allow roll-up flexibility. 10" x 16". \$1.25 plus 20c post. Matching coasters, \$1.50 for 8. Add 15c post. Dennison's, 411 Fifth Ave., New York 16, N. Y.

SAHIB SANDALS

for either a Mem (lady) or a Sahib (man), will put your best foot forward, whether you're on a tiger hunt or collecting shells along the beach. All handmade, the flexible leather soles conform to the natural contour of the foot, and the thongs hold the sandal snugly in place. Send shoe size and \$8.95 plus 25c postage to Fellman, Ltd., 6 East 46th Street, New York 17.

"SNUFF SAID

in diatribes delivered by irate wives to careless smoker husbands to fill encyclopedias. So to bestow peace and save the surface of your leather-topped tables, order these little china turtle snuffers. Placed in your ash tray, they douse your cigarette automatically, cut down tobacco odors. Set of three in assorted pastels, \$1 ppd. Lyons Specialties, Yardville, New Jersey.



Now Available
NEW COLOR MANUAL

Full page swatches split for comparison—make it easy to develop color schemes for your home! Over 100 colorings, up to the minute colors—some standard, some with exact mixing instructions—includes color schemes, etc. Only \$1.50 postpaid—send check or money order today. Free © Reun Corporation, Dept. H-5, South Bend 21, Indiana.

O'BRIEN PAINTS

DIAMOND JUBILEE 1873-1930

CRUET and DUET
from Florence, Italy



Here's a dash of Italy for your table. Hand-fashioned, cool green, bubble-glass cruet—gaily raffia-bound and cleverly divided for easy pouring of oil and vinegar. Natural raffia-bound salt and peppers masquerading as Chianti bottles make an engaging table trio. A lifting accompaniment to spring and summer salads and backyard barbecue.

Only \$3.95 complete, postpaid

Cruet 8" high; Shakers 3 1/2" high
Please! No C.O.D.'s

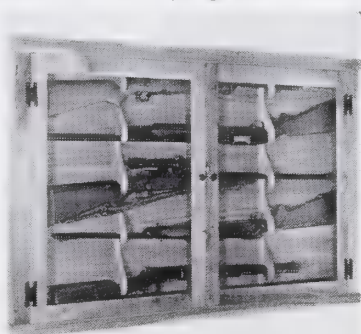
Sally Kenyon

15 West 38th Street, New York 18, N. Y.

Shopping

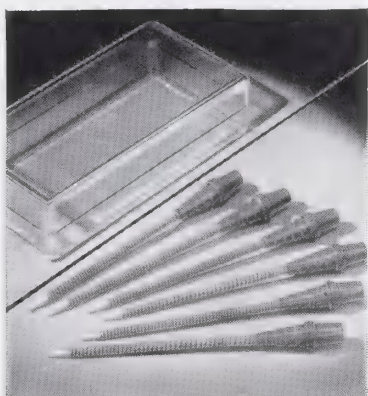


STICK 'EM UP. A superb gun case that will display and protect a man's collection of firearms is built of solid walnut or selected knotty pine. It holds five guns behind Yale-locked doors, mounts on the wall with steel traps, and holds barrels approximately level. 36" x 54" x 5½", it's \$69.50 in walnut, \$57.50 in knotty pine. F.O.B. Northwest Sports Equipment Co., 307 Aurora Ave., Seattle, Wash.

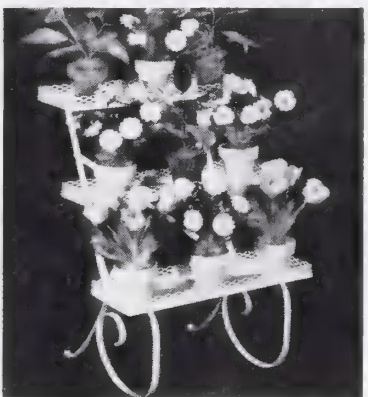


WHISTLERS MUDDLERS.

Blow on the top of these party muddlers, and out comes a long wolf siren that will make every pretty girl in the room look up. They're long enough to use as highball stirrers, are made of heavy plastic, and because of their name, you might send a set to a 20th century Ma for Mother's Day. In a clear plastic box, set of 6 is \$1.95 ppd. Joe Smith Sales Co., Joplin, Mo.



STAND-OUT VALUE for summer billing in front of your fireplace, sun basking by a picture window, is this white wrought iron plant stand. The three tiers look as if they're rimmed with arched lace, hold about 9 potted plants, 19" x 24" x 34" high. We think it's a buy at \$10 pp. coll. Dorothy Tremble, Box 8, Manhasset, New York.



MAGNETIC Fly Box—\$5.50
For the fisherman who "has everything" warm his heart with this perfect gift. The magnet has room for 36 trout; turns at flick of finger for quick selection. No lost flies—even a gale won't slodge them. Beautifully made pocket-size plastic case with snap-action cover. Attractively boxed. Postpaid. No C.O.D.'s.
ERRY PRODUCTS, Box 262, Rye, N.Y.



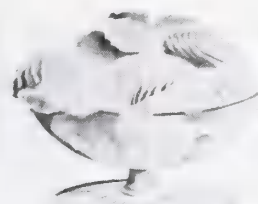
SAF-GARD Electric Outlet PROTECTORS... assure safety!

CHILDREN, always curious when something out of the ordinary attracts them, generally respond by immediate investigation. SAF-GARD PROTECTORS shield exposed electric outlets from their prying fingers and the danger of electric shock. Covering up the unattractive openings, their application also adds a smart appearance to the outlet panel plates. Heavy plastic, brown or ivory finish.

20 SAF-GARDS in a handy package for \$1.00
No C.O.D.'s please

NEVILLE'S

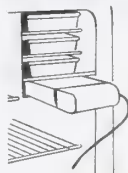
315 HIGH STREET BURLINGTON, N. J.
Other retail shop: 38 Main St., Mt. Holly, N. J.



the same **RICH OLD-FASHIONED**
hand turned **FLAVOR and TEXTURE**
THE NEW ELECTRICAL WAY
right in your own refrigerator

FREEZE-O-TRAY

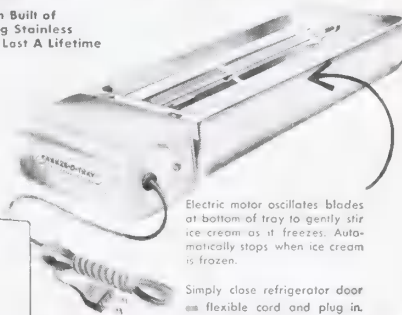
ELECTRIC ICE CREAM FREEZER



No stirring--no beating! Simple to use--easy to clean. Completely automatic... makes delicious ice cream while you prepare dinner, rest or shop. Your guests will

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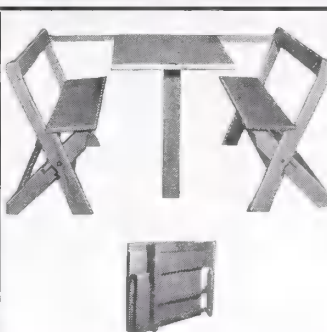
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Delightful new figurines of bright multi-colored ceramics. Amusing additions to mantel or nicknack shelf, these 6½" figures are also slit in back for use as kiddie



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Window Shopping

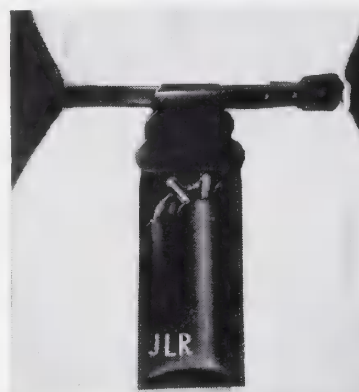


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(Continued on page 73)

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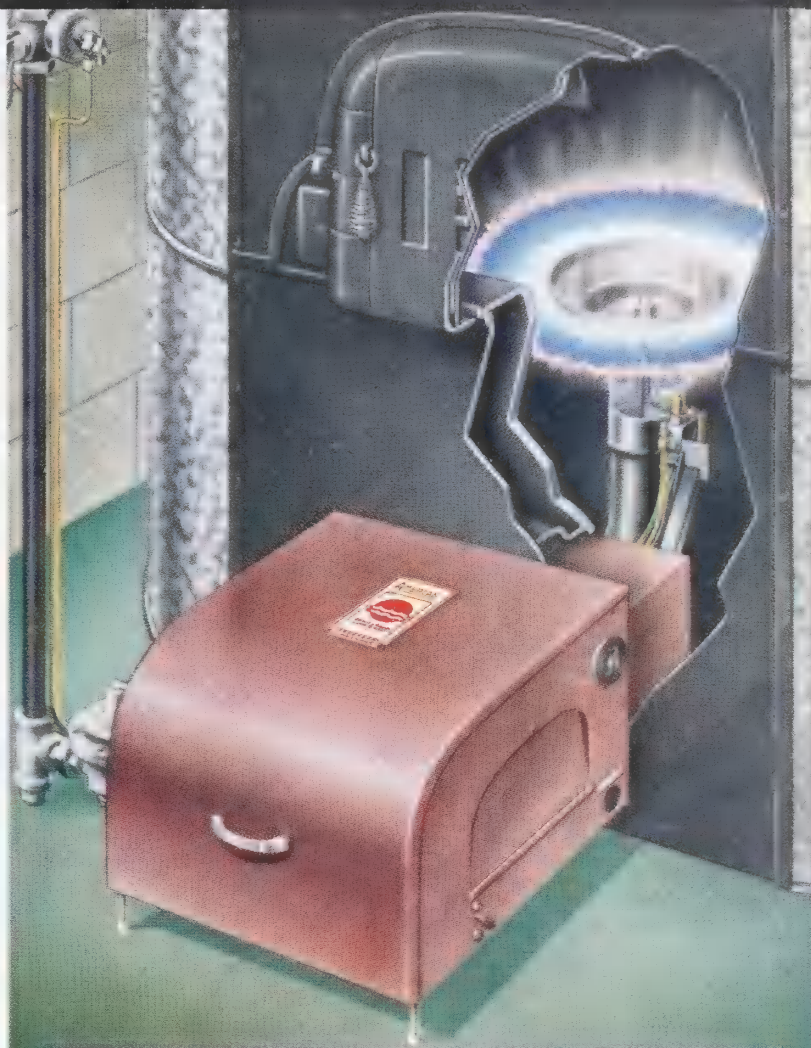
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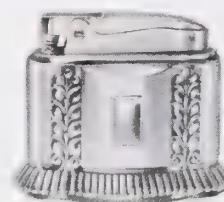
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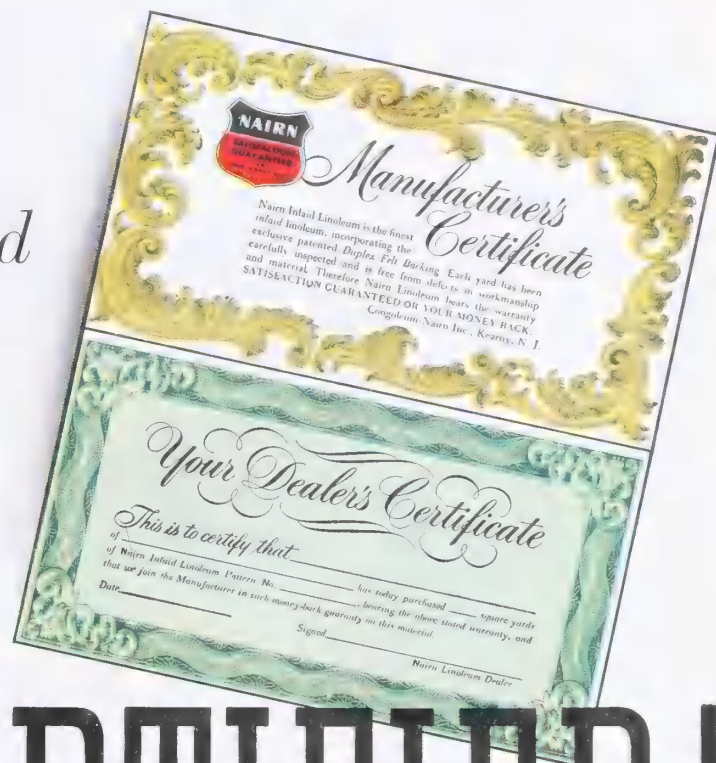
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NOW!... a new way to safeguard
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Because it's so fine, so durable,
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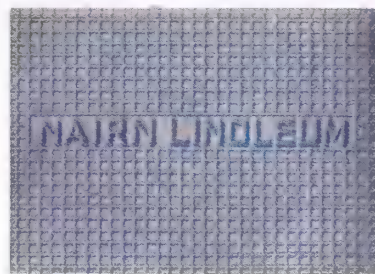


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"It ends your worries about the buckling, cracking and blistering that often mar ordinary linoleum when wood floors underneath expand and contract—as they normally do."



Nairn's patented Duplex Felt Backing is a built-in feature that eliminates the need for a separate felt lining under the linoleum. Always look for this distinctive backing!

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North Star Woolen Mill Company
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Window Shopping

CONTINUED FROM PAGE 68

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1 big, 2 medium, 2 small unbreakable plastic containers interlocked on a 3-section tray. Each answers some storing or serving need. Easy to wash. Sanitary. Won't chip. Send check, money order to . . .

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Stemware, hydrangea motif and coloring: goblet, wine, champagne
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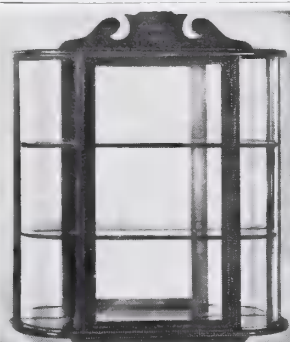
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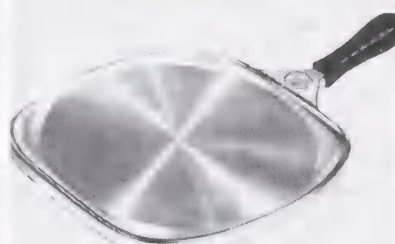
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Window



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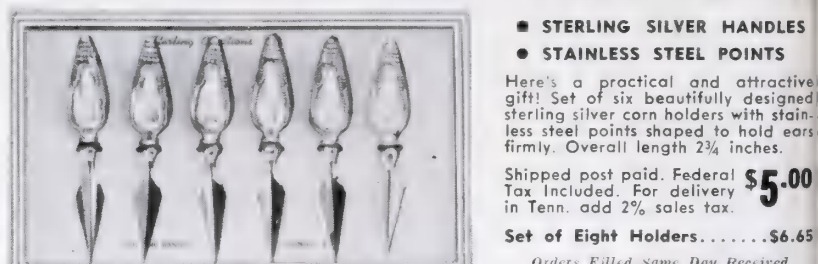


COPPER SAUCE PAN, Tom Thumb size, is an elegant way to serve melted butter with your lobster, shirred eggs for Sunday supper, hollandaise for fresh asparagus. It measures 3" in diameter, 1 1/2" high, and has a slender handle for easy pouring. The price is \$2.25 each ppd. Hall Galleries, Albert Steiger Co., Springfield 2, Mass.



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and never be broke if he carries an emergency fund in this Guatemalan leather belt. An inside zipper pocket is big enough to stash away several thousand dollars—or lesser wads if he wants a safe deposit for cigarette money and tips. Sizes 36, 40, 44, \$3.50 ppd. Carib Trading Co., 4020 Royal Palm Ave., Miami Beach 40, Fla.



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means that your cigarette has found a good resting place in this miniature, black, iron skillet. The entire smoking set is an ideal grouping for terrace living, and includes the two 3" skillet ash trays, a 2" hearth cauldron for matches, and the coal scuttle for cigarettes. \$1.95 complete. Postpaid. You can order it from Grenada, 18 E. 41 St., New York 17, New York.



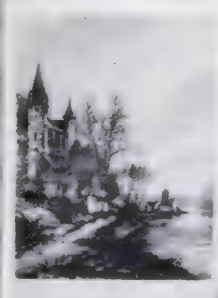
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Complete set of 4
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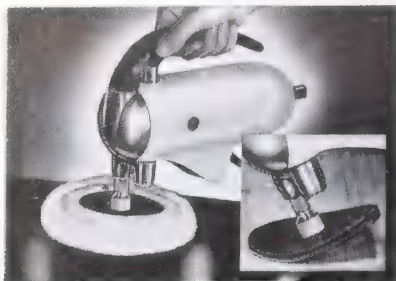


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YUM-YUM RACK

The only molds we've seen that fit, six in a rack, in your pressure cooker! Just 8" across, Yum-Yum Racks serve dual purpose—stack vertically in your refrigerator, require almost no room. Wonderful for steamed puddings, gelatin desserts, etc. The swirl pattern with center dip is perfect for sauce. Rack and 6 molds, **postpaid \$1.50**

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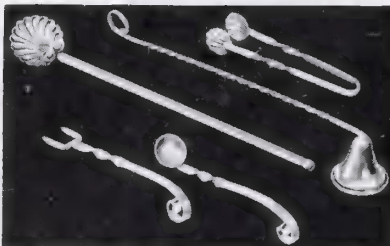
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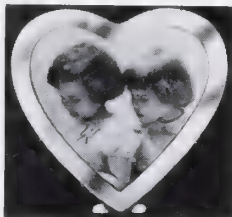
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ENGLISH MUFFINS without orange marmalade are as naked as Winnie without his stubby cigar, and this recipe, made from a century-old British formula, is the tangiest, most delicious we've ever sampled. A gift pack of two marmalade and one butterscotch, a creamy-smooth topping for sandwiches, or three of either is \$1.95. ppd. Add 10% W. of Mississippi. Mendip Cottage, Ltd., Hamilton, Mass.

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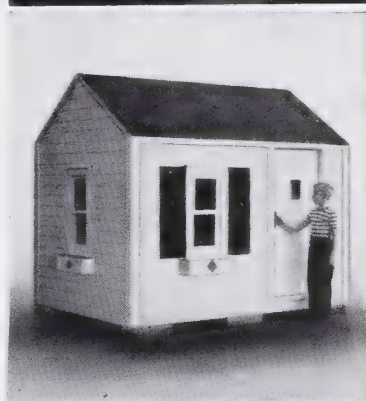
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Shopping



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DREAM HOUSE, J. G., for a homemaker who's more proficient at hopscotch than housework, is made of sturdy weatherproof masonite and seasoned lumber. Her back-yard bandit brothers will make it their hideout, eighth-grade clubwomen their secret headquarters. Doors and windows have fine hardware, actually work. Easily assembled, 4' x 6' x 7½" high. \$119.50 FOB. Reidel Lumber Co., Marlette, Mich.

UP THE CHIMNEY goes the smoke from your cigarette resting in the doorway of this log cabin ash tray. Made of terra cotta, 6½" x 4½" house lifts off the tray to reveal tiny figures of a woman washing and a child in a cradle holding a gun. Hunters stand guard at corners. Fine for breezy porches, it's a sure-fire conversation piece. \$3.50 ppd. The Playhouse, 502 Seabreeze Blvd., Daytona Beach, Fla.

A Record low price on high fidelity CHILD'S ELECTRIC PHONOGRAPH \$7⁹⁸

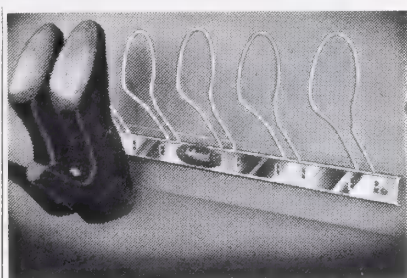
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Not a toy... but a quality made, full-toned AC electric phonograph. Simple to operate, beautifully decorated in red and blue, sturdy masonite cabinet. Give your child the fun, the pride of owning his own phonograph... at this sensationally low price.

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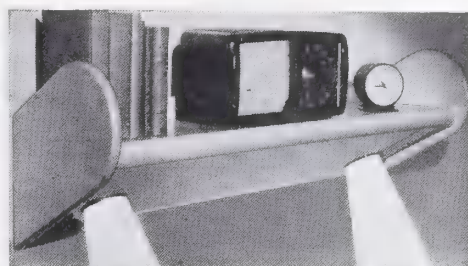


New HOLLYWOOD SHOE RACK

...takes the clutter out of closets. Holds 3 or 4 pairs of shoes—any style or size—on sturdy, smooth wire loops. Two lengths, 22½" and 29½", these racks take but little space and attach easily and firmly to door, base or wood strip. An indispensable addition to the wardrobe or closet; to the garage or service porch for golf and garden shoes, rubbers and sneakers. Bright nickel-plate finish with 2 screws for easy installation. Only \$1.00 each for 22½", \$1.25 for 29½" postpaid. No COD's. Money back guarantee.

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use the
LAMP SHELF*
wherever you need
light and space

A WOR-DE-KLEE Product
Designed by
Arthur A. Klepper

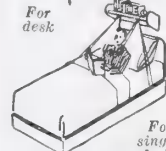
One of the cleverest accessories ever designed, the LAMP SHELF provides both shelf space and two lamps in one complete, strikingly smart unit.



For double or twin beds



For desk



For single beds

Hang the LAMP SHELF over your bed, desk, sofa, or chair—anywhere that ordinarily needs both a lamp and a table. Especially useful above a bed, the LAMP SHELF's two reflectors (containing special G.E. 60 watt spotlights) each with its own switch, are scientifically engineered for proper non-glare reading illumination—give you relief from the poor light normally obtained from bedside lamps. Each spotlight focuses directly on book without disturbing person who is sleeping. Unlike fluorescent lights, the reflectors do not flicker or sputter.

36" long with shelf 9" deep containing hidden sockets for clock and radio. The LAMP SHELF is easily attached to any wall—can be plugged into any outlet.

In solid birch—blond or dark mahogany finish, \$49 each.

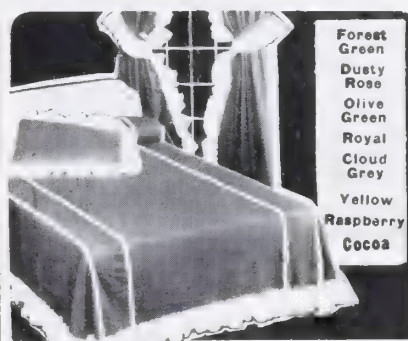
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Practical, Solid Color, Seersucker Bed-spread Ensemble . . with billowy 5" snow white ruffle and white piping! It's colorful, washable, perfect the year 'round.

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Est. 1921

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72" WIDE
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Framed Organdy

54" long, 72" wide	2.95
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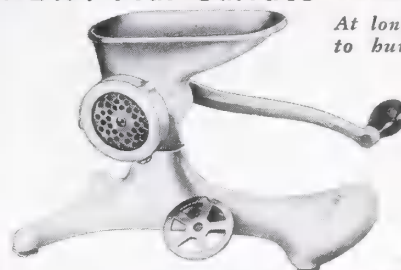
Frisly 2" Tom Thumb Ruffles on all 4 sides! A fine 60 x 52 count organdy that requires no starching. We've sold thousands of pairs of this very popular curtain.

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Additional Letters, each \$.75

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Hors D'oeuvres
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BUTTER SPREADER

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West Peabody

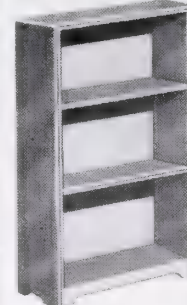
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11 1/2" between shelves

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Send check, money order or currency... or, if you wish, a 25% deposit and we will ship C.O.D. Free delivery anywhere in U. S. on orders of two or more. **SATISFACTION GUARANTEED OR MONEY BACK.**

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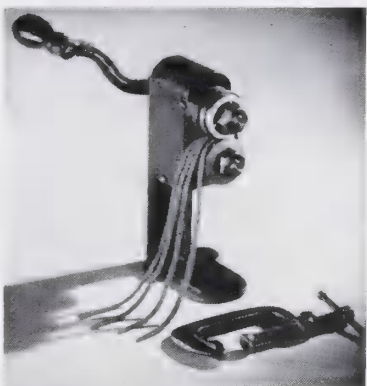
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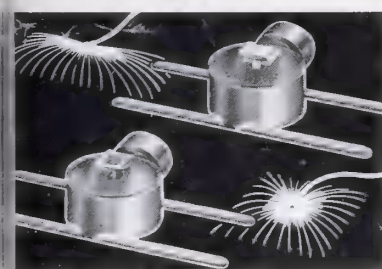
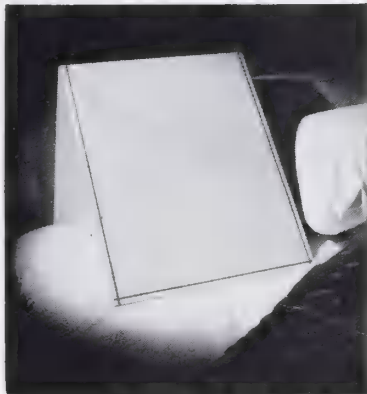
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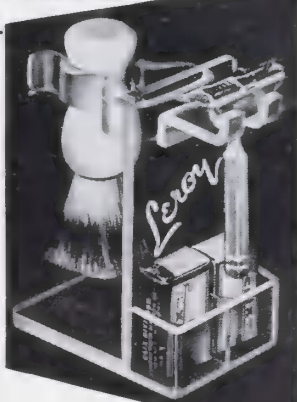
STREET _____ NO. OF PLACE SETTINGS _____

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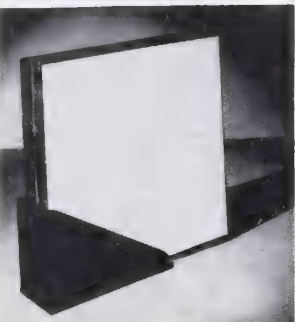


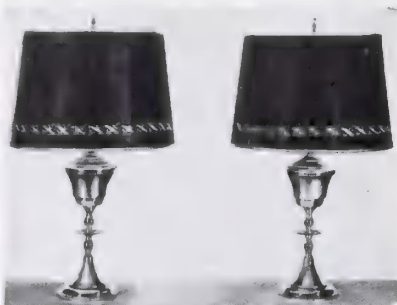
TABLE STANDBY and MAG-RAK

Don't throw up your hands in despair because card tables are marking your walls and cluttering your closets. Here's a wonderful new table rack that stacks two-card tables neatly—holds them in place and out of your way when not in use. Takes up no room—saves storage space—protects card tables and walls. Made in Grand Rapids—sturdy wooden stand is richly lacquered in coach green, Chinese red or burgundy. 19" x 12 1/4" high. Keep one handy in sun room, game room and closet. A marvelous gift for your favorite hostess. Be sure and specify color.

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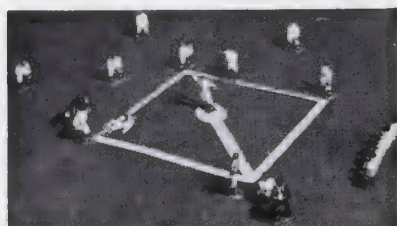
Decorator-designed lamps to enhance your favorite room, beautifully styled, quality made. 22" high. Rich brass, clear lacquered, requires no polishing. 3-way socket. Handsome 14" drum shade with classic decoration, comes in tale colors: Dark green, Maroon, Gold, White.

A pair of these is stunning:

12.50 the pair
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Follow the plays of your favorite team as they come over the air, with this 20-piece baseball set. Each piece is approx. 2" high. (Figures only)

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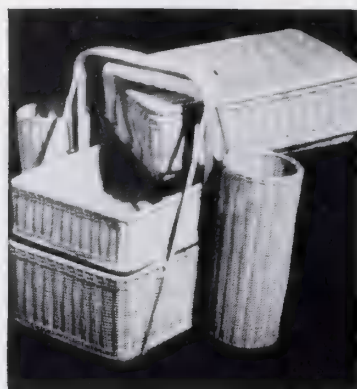
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Window Shopping



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(Continued on page 85)



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Look for the "666" stamped on the back, then you know you have the best.

All lined with black tin

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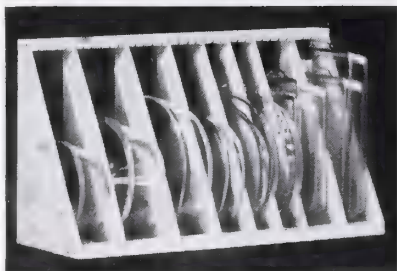
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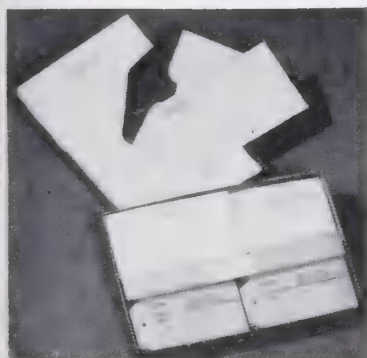
Window Shopping

CONTINUED FROM PAGE 80

THEIR RAISERS will cherish this baby-sized, sterling silver picture frame that will make their bald-pated dribbler look enormously appealing. And engraved around their haloed angel is his name, date of birth, weight, and time. Nice gift for your namesake godchild. It's $3\frac{1}{4}" \times 4\frac{1}{4}"$. \$5.50 incl. tax and post. Leonard Talner Jewelers, Inc., 565 Main St., New Rochelle, N. Y.



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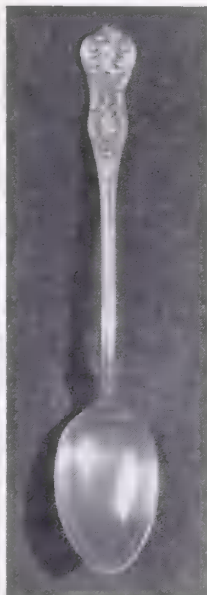
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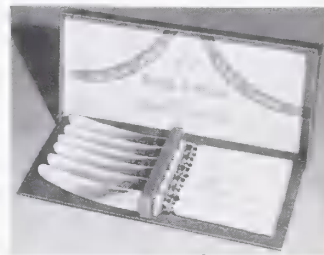
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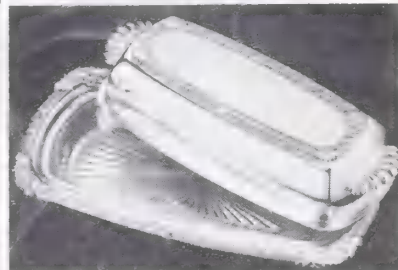
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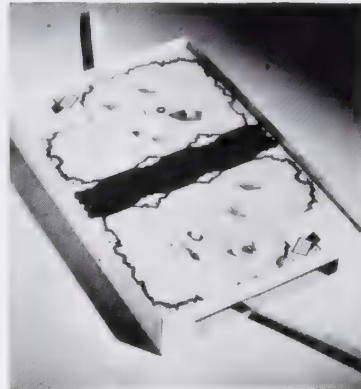
Larchmont

Department B

New York



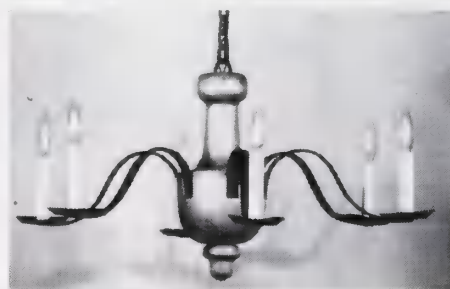
Window



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Print clearly name to be engraved and color desired (white, yellow, blue, green, pink and red).

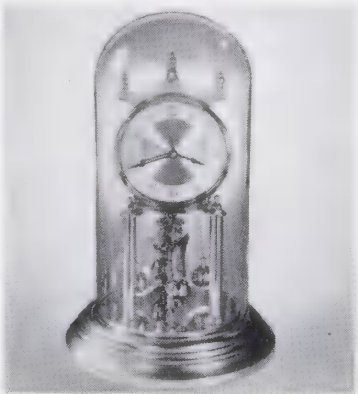
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DUST RUFFLE and QUILTED COVERLET

RED ROSE
BLUE
WINE
WHITE
YELLOW
TURQUOISE
FOREST GREEN

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You may mix or match to complement your decor. All items available in all colors.

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PENALTY BANKS
.. for a' Cussin' and a' Swearin'
Partytime hilarity will reign supreme when persons are penalized for their forgetfulness!

BAR BANK .. the bartender, always an important fellow at party-time, collects penalties for listening to jokes, stories and gripes. Sturdily constructed of heavy plastic in yellow, blue or oyster white. **\$1.95** postpaid

"Parlor" Cuss Bank
.. amusing penalties are incurred for special "cussin'", etc., certain to get many a laugh at party-time. Sturdily constructed of heavy plastic in red, green or black. **\$1.95** postpaid

New Spring 1950 Edition of THE GIFT SHOPPER—Now Ready!

JOE SMITH SALES COMPANY
Dept HB JOPLIN MO

SWISS Musical Treasures

BRIDE DOLL Exquisite, exact miniature bride gowned in satin and lace . . . turns to show off her beautiful costume as she plays "Here Comes the Bride"! A lifetime keepsake that delights little girls and grown ups alike. Only musical doll at this low price with "stop 'n start" movement. 11" high. Also "Sweetheart" doll playing "Let Me Call You Sweetheart" and "Going Formal" doll playing classical or popular waltzes. **\$5.95** Postpaid

CAKE PLATTER Birthday and other happy occasion cakes become extra gala when placed on this lovely platter that turns as it plays either "Happy Birthday", "Anniversary Song" or "Wedding March". White enamel finish with colorful floral decals. Exclusive safety catch prevents over-winding. Comes in 2 sizes: 11" diameter with 18 note movement, holds cakes up to 6 lbs.—\$5.75 postpaid. 14" diameter with 28 note movement (aluminum only) holds cakes up to 11 lbs. **\$7.75** Postpaid

MONEY BACK GUARANTEE Send check or money order (no C.O.D.'s)

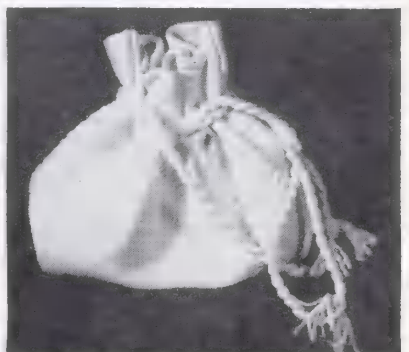
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NU NOVELTY COMPANY
317 WEST 45th ST., NEW YORK 19, N. Y.



Add Elegance
to your entertaining with one of our 36 distinctive patterns in fine translucent china from world-famous, centuries-old Bavarian factories.
Pictured above: 94pc. complete setting for 12—\$89.95
Other exclusive designs range from \$74 to \$582.
All our dinnerware is open stock. Mail order accepted. Catalogue sent upon request.

MARLING
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Telephone PLaza 7-9467



Washable Nylon Handloomed Bags
"The bags are handloomed from nylon and acetate on old time looms in the homes of mountaineers in the heart of the Great Smokies, a land rich in tradition, folklore and the art of handweaving."
12"x13" \$3.25 Prepaid—No COD's
3 for \$9.00 Tax Included
12"x13" (In Cotton) \$2.75
3 for \$7.50
Colors: White, multicolor, brown, & white, black & white, and all assorted colors, and pastels."

Alan Stalcup Industries
"In the Smoky Mountain National Park"
GATLINBURG, TENN.

New! Aluminum Patio Chair
Perfect Garden, Patio, Card, or Utility Chair

Most Comfortable Chair of Its Type
Use both in or out of doors. Beautiful polished aluminum frame will not rust. 10" top quality duck covering is double stitched and bar tacked at ends to prevent ripping out. Choice of green, red, blue, or yellow covering.

Only \$8.95 set of \$34 express prepaid anywhere in U.S.
C.O.D.'s pay postage
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Aluminum Fabrications Inc., Dept. HB-5
P.O. Box 1662, Riverside Sta., Miami 35, Fla.



PROTECT YOUR CHILD
Stay-A-Bed guard, used on any bed, will keep your child from falling out. Saves the expense of a youth bed—lets graduate from crib to regular size bed. Slips on and off instantly—store under bed during daytime. Your choice of natural, maple, walnut, mahogany or white. Specify if for Hollywood bed and add 39¢ per guard ordered.
Patent No. 2,496,068
\$4.95 Each Side
Express Collect. No C.O.D.'s Please
Resident Sales Company
207 Brower Ave., Rockville Centre, N. Y.



A MAGAZINE RACK

Display without clutter, the colorful magazines that mark homes of distinction. This beautiful easily attached wall piece has four removable rods. It doubles in the bathroom for extra towels.

MAHOGANY or MAPLE finish
(unfinished if desired)

\$8.00 postpaid

A SPOON RACK

Solid mahogany or maple
10½ x 19 with metal liner for plants.
10.00

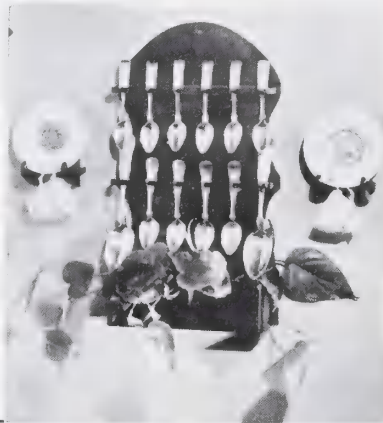
Cup and saucer hangers for demi-tasse or standard cups.

1.50 each

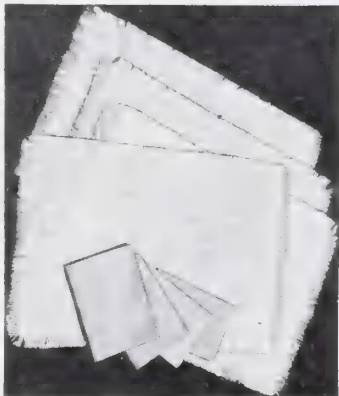
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Muriel Reynolds

Box 187-G
Laguna Beach 10, California



FOR LOVELY TABLE SPARKLE



METALLIC THREAD PLACE MATS

Definitely new... wonderful to see... soft to touch... luxurious Place Mats to make table settings of glistening beauty. Made of rich textures, interwoven with shimmering strands of Gold or Silver. Non-tarnishable, spot repellent and best of all completely washable! Fringed mats 18 x 12½ inches. Beige or Char-treuse with Gold—Grey with Silver. Harmonizing 11 inch square napkins.

Fabulously low! 8 piece set \$4.95

Include 25¢ for Delivery
No C.O.D.'s please

ELRON, 800 N. Clark St., Dept. PM-400, Chicago 10



UNDERDOGS

Most women would rather risk pneumonia than wear rubbers because the sky is threatening. But with Underdogs, a lady can be vain when the sun shines, trim-footed when it rains. A purse-size red-leather case comes with a pair of sling-back rubbers, flexible enough to fit any size foot.

\$2.15

In tan case for men, \$3.25.
Postpaid—tax included

Bigelow, Kennard Co.

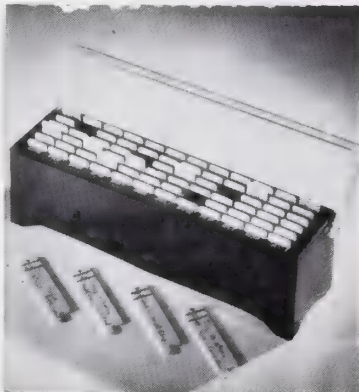
384 Boylston St., Boston, Mass.



Window



PERSONALIZED MUGS that come hand-painted with "Skool," the toast of brew quaffers, are hand-decorated with the figures of two German noblemen on one side, costumed peasants gathered in a Hoffbrau on the other. Name and designs are baked on the glazed pottery for permanence. \$7.50 each, ppd. Johnson Pottery, Inc., Box 594, 11 Court St., Binghamton, New York.



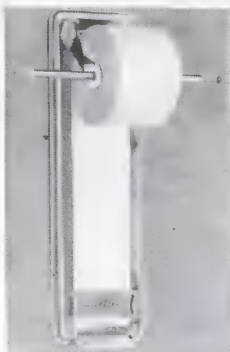
YOU'LL SEE RED if there's an important date coming up in your calendar, with Visotab as your memory minder. On a plastic tab, six allotted for each month, jot such important dates as life insurance premiums, dentist appointments, anniversaries, etc. When the date is past, simply erase your penciled notation. In plastic file with see-through top. \$5.95 ppd. No c.o.d.'s. Kempf Corp., 3049 Jarvis Ave., Chicago 45.



AMAZINGLY CONVENIENT TRIM Transparent Protectors

All Trim Protectors are Tarnish, Dust, Moisture and Moth Proof. Envelope types INTERCHANGEABLE for Silver, China or Linen.
16 Unit Set protects 168-pcs China or 32-pcs Silver Holloware... **\$5.00**
12 Unit Set, all 15x19 inches... **5.00**
Complete SILVER TEA SERVICE PROTECTOR, 32x19x14 inches... **3.00**
Flat Silver Storage Tray Protector, 18x18... **.50**
Trim Kit for 72-pc Flat Silver Service... **6.75**
Kit for 48-pc... **\$5.00**; Kit for 36-pc... **\$4.00**
Tray-Platter Protectors, 18x24", \$2.00; 24x30", \$3.00

Postpaid. No C.O.D.'s please. **TRIM COMPANY** 545 Gladstone Avenue, S.E., Grand Rapids, Michigan. Designed by Lucile G. Whittier



Just the thing for the modern housewife!

JOT 'EM DOWN

The new, attractively polished solid aluminum memo pad is ready to serve you. Only 4" x 12" it can be hung anywhere in the kitchen. Its neutral finish blends well with any color combinations, and the unique, built-in holder does away with lost pencils. JOT 'EM DOWN comes equipped with six hundred feet of ordinary adding machine paper roll tape, enough to last the average housewife a full year. (Adding machine paper roll tape refills available at your local stationers.) The price just \$1.98, postage prepaid. No C.O.D.'s please.

FOWLER & GRAHAM

THE HOUSEWARES STORE

120 East Putnam Avenue, Greenwich, Connecticut



A NEW FREEDOM... NO MORE CLEANING TOILET BOWLS...

SERF-O-LET'S STERILIZING ACTION REMOVES ALL STAINS, SLIME AND ODORS

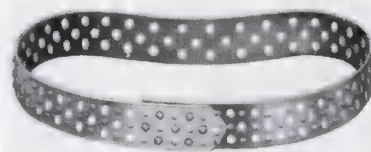
Each SERF-O-LET is made automatically. Each flushing action cleans the bowl and removes the waste. No plumbing required to install in any toilet. One bag of chemicals lasts six months. SERF-O-LET'S are completely self-contained and require no bag of chemicals.



SERF-O-LET
CLEANS BOWL
WITH EACH
FLUSHING

KINARD, INC., LITTLE FALLS, NEW JERSEY

You'll Love This!



Blouse-Skirt and-Slack Tender

As new as anything can be—keeps your blouse inside your skirt. It won't let the skirt turn or "walk around"—and for sport wear (blouses and slacks) it's worth its weight in gold.

Construction is such that it does all these things perfectly. You can reach—dance—hang by your hands—bowl—play golf, etc., and your blouse stays put.

PLUS FEATURES

Washable—as comfortable to wear as any undergarment. On and on in a jiffy—so you can wear with all your outfits. Invisible when being worn. Does not create heat—improves posture—slenderizes waistline. Don't worry about size—you cut it to fit you.

Satisfaction Guaranteed

Your money back if not fully satisfied. Only \$1.50 postpaid—no C.O.D.'s. Makes an appreciated and practical gift.

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Storybook BIRDHOUSE
ADDS BEAUTY TO YOUR LAWN!
Designed for the sprightly Wren, this charming Storybook Birdhouse will attract admiring places—and birds—to your garden or lawn! Graceful lines. Durable, plastic-coated material will not crack or warp. 15" long, 11" wide, 14" high. Weighs 21 lbs., ready to mount on 1" pine. Base removes for cleaning. E. tried in combination of Red, Yellow, Green and Blue—\$10.50. On unpainted—\$7.50. Shipping charge collect. No C.O.D.'s please. Send check or money order to:

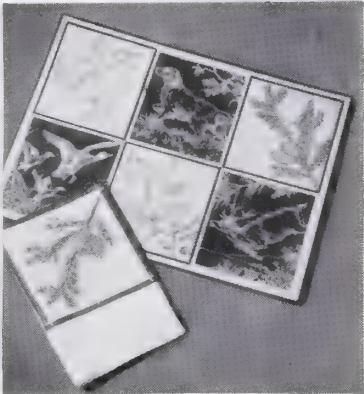
Storybook Birdhouses
Little Falls, Minnesota

Shopping

SMALL SNUGGLE-BUNNIES will look as if Mrs. Peter Rabbit herself had dressed them in their terry Nappies. Downy soft, they're wonderful for an after-bath snooze, easy enough for a ten-thumbed father to wriggle onto his heir. Blue, maize, or pink, they'll fit any child from six to eighteen months, come in a handy plastic bag. \$3.95 ppd. Little Linda Shop, Box 213, Highland Park, Illinois.



NIMROD PLACE MATS, so christened because of their hunting scenes, are made of plastic-coated cork, printed in green, red, and brown on a white background. They come with matching pure Irish linen napkins, and are handsome enough to set beneath a royal feast of pheasant or venison. Mats are 12" x 16", 75c each. Napkins, \$1.50 each. Mossé, 659 Fifth Ave., New York 22, N. Y.



Vermont Pie Basket

Made to carry two pies, a layer cake or covered dish to church suppers, our old-fashioned Vermont pie basket is perfect for picnics, holds loads of sandwiches. Hand-woven ash, with tray, about 13 in. square. \$4.50 ppd. Add 25c west of Miss. Vermont Crossroads Store, Waterbury, Vermont.



Full Control Over Shower Spray with
SHOWER SHIELD
Keep your hair dry—eliminate the annoyance of spattering spray in your hair and face. With Shower Shield you can keep shower spray where you want it. You can pick up the soap—shower the kids, bathe the dog—conveniently and comfortably. Easy to attach (you can do it yourself) adjustable up, down or sideways. Comes complete. Refund guarantee. **\$1.00**
Postpaid No C.O.D.'s
APEX PRODUCTS CO.
8616 Mack Ave., Detroit 14, Mich.




Thermal Jug

This is an attractive heavy plastic 20-ounce capacity jug with double walled body and lid to retain temperature. The practical container for cocktails, ice cubes, lemonade as well as hot coffee, soup or tea. It is equally acceptable for sick room, nursery, bar, terrace or boat. Comes in four colors: Black, Copper, Pewter, and Mahogany. State first and second choice. Individually packaged for easy gift giving. The handle has a comfortable feel, with the thumb-pressure lift control on the lid positioned just right for ease in pouring.
The price is **\$3.95** postpaid
Jug only
Sorry no C.O.D.
Barn Loft Studio
Laconia, New Hampshire



a Gift for Mother Genuine Mahogany MUFFIN STAND

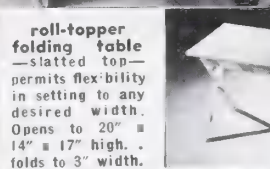
Created from an English design, fashionably decorative and conveniently versatile. For ashtrays and drinks by bridge table or easy chair . . . for serving coffee and small desserts . . . by the window for ivy or small potted plants;  one to show off your collection pieces.
Genuine Mahogany hand rubbed to a dull old world finish. Seal of Mahogany Association on each stand. Solid Brass Handle and lace design Galleries in beautiful Kent finish. Will be cherished by the whole family.
Sold by mail only. Transportation prepaid.
\$27.75 each Add 25c west
\$55.00 per pair of Mississippi
*Send check or money order.
Sorry no C. O. D.'s*
Pride of the Home Products
BLUE RIDGE CRAFTSMEN
Drawer 191-B Rocky Mount, Virginia

custom designed for today's living

Original contemporary design in functional pieces—to harmonize with modern and accent conventional settings.



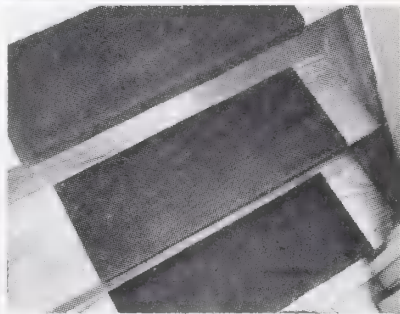
stack shelf—you buy and stack them yourself to your own setting and space. natural birch. 36" long x 10" x 10" inside height.
\$11.95 exp. coll. Brochure gives full details of other sizes.



roll-topper folding table—slatted top—permits flexibility in setting to any desired width. Opens to 20" x 14" x 17" high. folds to 3" width. Natural cherry.
\$10.95 exp. coll.



New illustrated brochure, showing other originals—gladly sent.
design exclusives
rfd 1, sandy hook, conn.



RUBBER 89¢ Stair Treads Each

The beauty of carpet . . . the endurance of rubber . . . at a fraction of the cost of real carpeting! A new development in rubber research brings you rubber stair treads you can't tell from actual carpeting. They're washable, long wearing, safe. In decorator shades of wine, green, beige, gray and blue. Size 9" x 24" postpaid, each . . . **89¢**

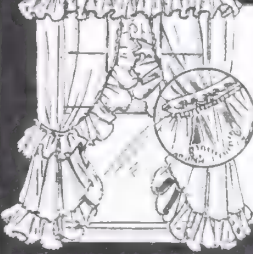
The Artisan Galleries
Fort Dodge Iowa

Youth-Guard FOR YOUR CHILD'S SAFETY

Complete protection for your child in any regular size wood bed. Instantly adjustable, no tools needed to install YOUTHGUARD. Clicks on, clicks off. Beautiful hand-rubbed furniture finish. YOUTHGUARD fits any wood bed. Special rail attachment for Hollywood style beds. \$1.95. Maple or waxed birch finish, other finishes on special order.
THE VANDALIA CO.
558 VANDALIA ST., ST. PAUL 4, MINN.



So Crisp-So Shave-So low in price! ORGANDY CURTAINS



You'll be proud of that "Decorator Touch" when you hang these extra full, deeply ruffled curtains in your windows . . . deftly made of fine quality, high count white organdy with 6-inch picot ruffles . . . 84-inch width per pair . . . permanently finished to keep them new and lovely. Order several pairs now at these low, low prices. Your money promptly refunded within 10 days if you are not satisfied. **\$3.98** Pair
72" LENGTH Only
54" length 3.65 81" length 4.20
63" length 3.80 90" length 4.50
Add 10¢ per pair for mailing. No C.O.D.'s, please.
CAPE COD CRAFTS
BOX 1000, W. BRIDGEWATER, MASS.

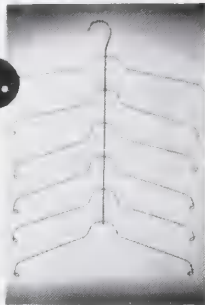
what convenience!

Seldom does a manufacturer go *all-out* to produce personal items that are in such great demand by women everywhere.

CLASSIC LYRE... Your earrings at a glance, symphonically arranged on this beautifully styled lyre earring rack. In lucite jewel tones, crystal, pink, blue, it will make you the envy of all your friends. It's yours at only 1.50 postpaid.



B. PLASTIK-HIPS... The perfect skirt hanger! Holds skirts wrinkle-free in natural wearing position. Adjusts or releases any size skirt at the flip of a finger... no clamps, no clips with "plastik-hips"; also for coat and jacket. In sparkling crystal. Introductory offer, 4 for 1.50 postpaid. Money back guarantee.



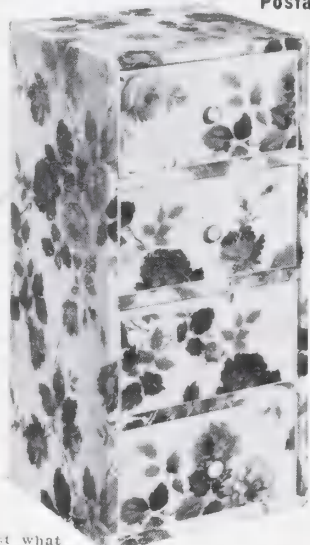
with a future... Staggerette DeLuxe holds six blouses in staggered position, saves space and hangs wrinkle-free. Shoulder shaped arms with precision-turned tips prevent snagging. In beautiful closet-matching colors with brilliant baked enamel finish... fiesta rose, pacific blue, sierra green. Special 1.50 postpaid.

Your choice of any three 1.50 items, 4.00 postpaid. No C.O.D.'s, please.

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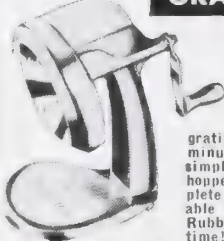
BEAUTIFUL 4 DRAWER CHEST
Price Only \$2.98 Plus 25¢ Postage



Just what you need to take care of that space problem. Use them as night tables, in nursery, closet, etc. Sturdy wood reinforced drawers, with lovely plastic coated covers in smart, multi-colored floral design. Ivory background. They're washable, too. Size 22" x 12" x 11". Guaranteed to satisfy or money refunded. Sorry, no C.O.D.'s.

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NEW! SHREDDER AND GRATER-SLICER



The kitchen wonder for preparing salads, fruits, and vegetables in a jiffy!

A half hour's cutting, shredding or grating chore is reduced to minutes. Easy to operate—simply place vegetables in hopper and turn crank. Complete with three interchangeable stainless steel blades. Rubber cushioned base. Saves time! Saves work!

ORDER BY MAIL TODAY \$5.98
SEND CHECK OR MONEY ORDER Postpaid

TWO CUP COFFEE QUICKIE

MAKES JUST ONE OR TWO CUPS OF FRESH COFFEE IN A JIFFY!
Fast heating electric element. For brewing a small amount of coffee. Ext-a fast percolation. Lustrous polished aluminum w/ black plastic handle and scratch proof feet.

SEND CHECK OR M.O.
\$3.95
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Complete With Cord Set

110 VOLT AC-DC

THE HAINES CORPORATION
DEPT. HB4, 701 3rd Ave. S., Minneapolis, Minn.

IMAGINE "TILE IN CANS" Less than 3¢ per sq. ft.

Exciting new one-coat miracle SAVINOLEUM

"FLUID TILE"

For all floors, walls, woodwork and metal (indoors or out—200 to 400 sq. ft. gal.)—flows on like cream—leaves no brush marks. Apply with brush or spray—dries quickly to a tough, gleaming surface on wood, linoleum, concrete, masonry, stone, metal. LOOKS AND FEELS LIKE TILE. Washable, resistant—ideal for kitchen, bath,

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PAVINOLEUM, INC., 342 Madison Ave., New York 17



STOP THIS NUISANCE

If you have a garbage pail that attracts flies, ants, dogs, cats, pests, you should buy San-A-Lizer—a cake that fastens inside the lid of your garbage pail in seconds without tools. San-A-Lizer completely deodorizes. Non-injurious. Send \$1 plus 10¢ mailing costs for season's supply (4 cakes) postpaid. Guaranteed.

SAN-A-LIZER CORPORATION,
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Window



HARD KNOCKS are the specialty of this benign hound dog and from the hang-dog expression he wears, our guess is he's ready for such rough treatment. As a sentinel at your threshold he'll herald the arrival of every one from the Fuller Brush man to your husband who always forgets his key. Solid brass, 6 1/2" high, \$2.95 ppd. Tennessee Chromium Plating Co., 206 Louisville Ave. N., Nashville, Tenn.

A TEA COZY may be as old as your great-aunt Hattie but it's got about as much common sense as the venerable lady. It will keep a tangy, well-steeped pot of tea piping hot to the last cupful. The colorful Paisley cozy removed from the insulated body for washing, comes with Chinese yellow or black background. \$4.75 ppd. Kien Chung Tea House, West 93, Massachusetts.



DEEP FRY in 2 to 5 minutes

FRYRITE Electric Deep Fat Fryer

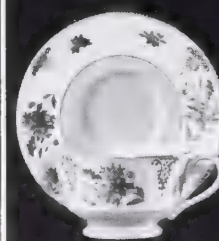
Fry your way to cooking fame with Southern Fried Chicken, French Onion Rings, Shrimp, Scallops, Crullers, and many other delicious golden brown foods. Cook them quickly and like an expert with Fryrite Electric Deep Fat Fryer. Holds 3 lbs. fat, keeps it for weeks, always ready to cook. Handy as your toaster or electric mixer. Foods always perfect because Fryrite has automatic temperature control and light. Beautiful Chrome finish complete with cover. 110 volt AC only. Order now, wonderful Bride's Gift, guaranteed to please. \$24.95 Ppd. Continental U.S., only.

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Southern Chicken
French Onion Rings
Shrimp
Oysters
Scallops
Fish
Chops
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Many Others

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Main Meat Dishes
Hot Hors d'Oeuvres
'Tween Meat Snacks

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UNBELIEVABLE VALUE!



8 cups,
8 saucers
\$5.95

IMPORTED TRANSLUCENT CHINA

We have imported direct—and you benefit with a great saving!

Exquisitely decorated in floral patterns on rose, blue, green and maize—they'll win you compliments at every serving. Collector's items as well as the perfect gift—they'll never guess the low, low cost. Packed 8 assorted—2 of each color—to the carton. Additional quantity: 75¢ cup and saucer.

Send cash, check, or money order. No C.O.D.'s please. Immediate delivery.

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Mary's Not Contrary Any More

She has no further worries about how her garden and lawn will grow, for she's consulting HOUSE BEAUTIFUL's 1950 Practical Gardener regularly. It's America's most authoritative handbook on all phases of gardening, at only 50¢ per copy... treasured by amateurs, professionals and garden clubs all over the country.

Stop by your favorite dealer and pick up your copy now... while his supply lasts. Or send 50¢ to

HOUSE BEAUTIFUL

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Shopping



IN THE KITTY you'll put cigarettes or candy, and spot it on your coffee table or terrace; or for an old-fashioned bedroom, you'll use it for jewelry or buttons. The milk glass Kitten on Nest is a copy of an early American piece, and is exactly reproduced from the original molds. 5 1/2" long, 4" wide, 4" high. It is \$1.50 postpaid. Order it from Carl Forslund, 122 Fulton, Grand Rapids 2, Michigan.



HANGING GARDEN for your terrace, sun porch, or living-room wall is this ornamental frame made of highly polished aluminum. The molded plastic flower pots come in red, green, blue, or yellow, and filled with trailing ivy or bright geraniums, it will be the high spot of your decoration. 34" x 34" over-all, \$8.95 ppd. Aluminum Fabrications Inc., P.O. Box 1662, Riverside Station, Miami 35, Fla.



Royal Dresden Reproduction 7" high



NOW! YOU ARE AN ARTIST

DECORATE FIGURINES EASILY AT HOME

Beautify your home with these lovely figurines, or give them as gifts. It's easy and it's fun to decorate them to a brilliant lustre with no heat treatment necessary. No art ability needed. Use the simple process of applying the paint with the assorted colors, and finishing to a PERMANENT iridescent gleam. Then, lo and behold! you have a charming figurine at which your friends will marvel, and you'll be proud to own.

CHOICE OF COLONIAL LADY OR CHINA PAIR \$3.95

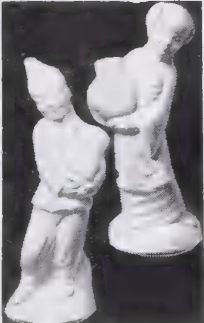
Everything Needed Included With Figurine. Complete Kit contains 6 jars assorted colors, liquid glaze, fine quality brush, easy instructions, etc. Money Back Guarantee.

We pay postage—Sorry, no C.O.D.'s

THE CRAFT CENTER

2437 So. Indiana Ave., Dept. 200
Chicago 16, Ill.

China Boy and Girl pair 7" high



Outmoded and Broken Jewelry Wanted

Nationally advertised, bonded dealer will pay you attractive prices for your broken jewelry, eye glasses, dental gold, diamonds, sterling, coins, jewelry estates, watches, etc.

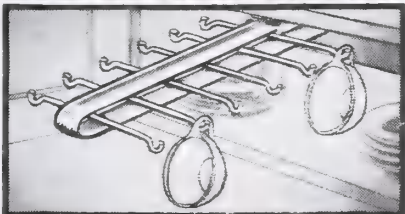
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Reference: Dun & Bradstreet

BIG SPACE SAVER



A NECESSITY FOR EVERY HOME

NEW, HANDY CUP RACK

Pulls out for easy accessibility of cups... pushes in for safe storage above stacked dishes. Avoids awkward reaching, possible breakage.

Non-rusting aluminum bracket fastens to under side of shelf, and easy-slide rack with 12 nickel-plated cup hooks.

11" deep x 5" wide.

Easily installed space saver, and ideal gift for any occasion.

Enclose cash, check, or money order.
No C.O.D.'s, please.

ONLY \$1.97
(holds 12 cups)

\$3.75 FOR TWO
(holds 24 cups)

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215 N. Washington Avenue, Lansing, Michigan



PLUMMER has the largest stock of fine China and Crystal in America. Its Silver, Leather, Lamp, Antiques and Stationery Departments are unsurpassed anywhere. Send for our Gift Catalogue and discover why Plummer is recognized as Headquarters for the Bride. Illustrated are: Double Old Fashioned with hand cut flutes, Doz. \$17.50; Sterling Silver Pepper Mill, with fine French grinder, and Open Salt and Spoon. 3-piece set \$16.75 (tax included); Blue Peony Dinner Service in fine Englishware, underglaze blue with diaper motif. 20-piece Starter Set \$16.80; Imported Velvet Picture

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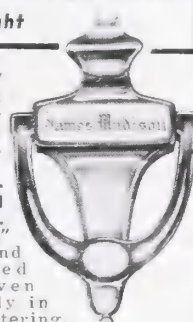
FOR THE HOME... FOR GIFTS!

and priced so right

#6 COLONIAL BRASS DOORKNOCKER. 6 3/4" long. Your name hand engraved in **OLD ENGLISH** lettering. Price, including engraving, \$4.20



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FOR GRACIOUS SERVING



TEA WAGON

WITH REMOVABLE CENTER TRAY!

Finest **HARDWOOD**—

Paint it Yourself and **SAVE!**

only \$18.95 prepaid Functional and attractive... for home and garden: Teas, cocktails, and buffet suppers. Nursery and sickrooms. And many other uses.

Sturdily Constructed. Kiln Dried Hardwood. Finely Sanded—Ready to Paint or Stain. Easily Assembled—no tools necessary. Size 18" x 27" x 29" high.

Also available *Finished* in Chinese Red, Green, Black Lacquer, Maple, Mahogany and Natural at \$6.00 additional.

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PLEASANT HILLS INDUSTRIES

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Complete HOLLYWOOD \$ SPRINKLER SYSTEM 9.95

For Lawns and Gardens



10 Day Free Trial 5 Year Guarantee

Nothing Else To Buy Will Sprinkle 1000 Sq. Ft. of Lawn

Complete and easily attached to your hose in a jiffy. Adjusts to fit any shape lawn or garden. Easy to move or store. Weighs only 5 lbs. Patented control for mist spray or garden shower. Consists of 48 feet special heavy-duty hose, three adjustable spray units. Will not tip, turn or damage lawn or flowers. Complete only \$8.95, nothing else to buy—no installation cost. **10 DAY FREE TRIAL.** You must be satisfied or full refund of your purchase price. 5 year replacement guarantee. Order by mail! **SEND NO MONEY** in advance. Postage and C.O.D. charge, send check for \$9.95 and we send postpaid ORDER TODAY. (Cash—add 5% tax)

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BANISH SCRATCHES IN A JIFFY WITH

ALMOND STICK

EASY TO USE AS LIPSTICK

\$1.00 PPD.

Just rub Almond Stick over furniture scratches and see them fade from sight. Rub over whole table to bring out hidden beauty in wood. Works like magic on marred, faded spots. Use on light or dark wood without danger to finest finish. One stick will last for years.

Order From This Ad. No. C.O.D.'s, Please

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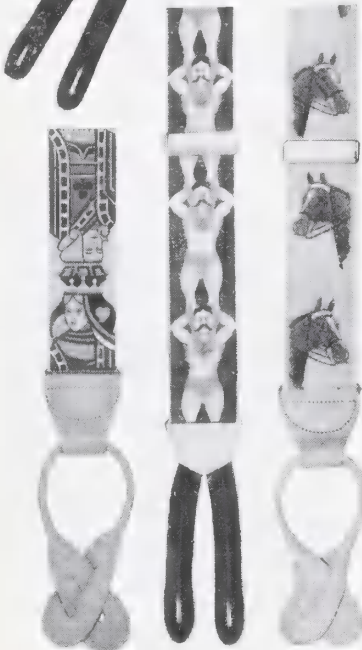
920-B Chicago Ave. Evanston, Ill.

For Sartorial Security



DAAPHNE on
brocade ribbon.
Design in grey
mauve background:
English nickel fittings.
Black silk cord ends.

Suspenders \$10.00
with garters 12.50



Suspenders....\$8.50 Garters ... 2.50

Card Royalty—in playing card colors
Acrobats—red and white design on black
Horse Heads—chestnut and white on blue
Tan calf leather or black silk cord ends

Calvin Curtis

CRAVATEUR

60 EAST 55th ST., NEW YORK
"CRAVATEUR" Reg. U. S. Pat. Off.

Collector's Pine



We're for
our own
Catalog

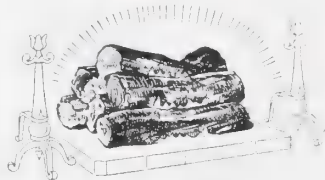
Hors d'oeuvre table in Collec-
tor's pine—fine, hand-rubbed
finish. Top 12" x 16"; Height
20 1/2". Postpaid 16.95

Made Exclusively For—Sold Only By

John J. Brady

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Introducing



A truly amazing reproduction of burning
oak logs, glowing and smouldering on your
hearth or andirons at the touch of a switch.
Hand made by craftsmen in the Belling
Workshops at Enfield in the County of
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Manufacturer of electric appliances of distinction
for 35 years.

Price \$25 (logs only) delivered to your
home. Duty \$3.50 (approx.) payable on
receipt. Payment by Check or Money Order.
Dimensions: 22" x 12" x 9 1/2" high. 120
watts. Supplied for 110/120 volts unless
otherwise requested. DIRECT FROM

BELLING & CO. LTD., BRIDGE WORKS
ENFIELD • MIDDLESEX • ENGLAND

Window Shopping



REPLATING SERVICE

Your old and tarnished pieces
silver will look like new if y
send them to this company, wh
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Write for booklet and sel
from photographs the piece th
most closely resembles you
Fill in postcard and return
them for an estimate before y
send silver. D. L. Bromwell, In
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ington, D. C.



HAPPY ANNIVERSARY

gift, for golden wedding gra
parents or starry-eyed newlywe
is this marriage plate, ha
painted with their names, da
and the flower of their anniv
sary month. Made of hand-
ished natural wood, the 14" s
is a grand hors d'oeuvre ser
or cake plate, the 9" size is a
pin-up. Large, \$5; small, \$3.
ppd. The New England Gene
Store, Plain St., Millis, Mass.

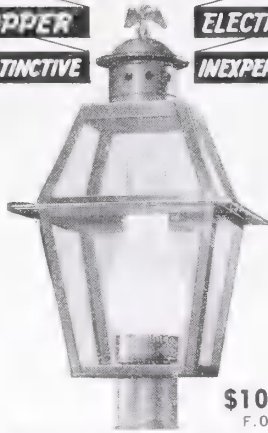


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tree you should know about
you're a fusspot about the sha
of your shoes. And for travel
they're heaven because they we
just 3 ounces each. Made of cl
plastic, flexible, and shaped l
a foot, it fits closed, open, or sl
styles, and adjusts for all s
from 4 to 9 1/2. Gift boxed, \$1
the pair; 3 pairs, \$4 Postp
Cleone's Creations, Box 5
Wheaton, Illinois.

POST LANTERN

COPPER ELECTRIFIED
DISTINCTIVE INEXPENSIVE



\$10.95
F.O.B.

Identify your home with this traditionally de-
signed post lantern, symbolizing distinctive,
gracious living. Uses any standard light bulb
up to 100 watts. 11 in. square by 21 in. high.
3 in. post collar, \$10.95 F.O.B. Extra large
size 13 in. by 24 in., \$15.25. Above price for
natural copper finish. Black finish on copper
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13 lbs. Shipped express collect. Ready for in-
stallation, with glass panels, socket and chim-
ney. Easily removable top eagle finial. Send
check or money order, no C.O.D. please.
Money back guarantee.

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FOR LAWN PARTIES

LAWNCOASTER

INSERT IN
GROUND
HOLD
DRINKS
CHAIR HIGH!

Delight your guests with Lawn-
coasters for their drinks. Hold
drinks chair high, leave both
hands free. Prevent spilling
— move them any place.
Blossoms in 3 garden colors:
2 each of red, white, yellow
—leaves and stems are bright
green. Steel welded construc-
tion will last for years.

Set of 6 \$7.45
Postpaid

Colonial Garden Shop
Dept. B, 60 Green Bay Road
Winnetka Illinois



ROLL OUT THE ICE BARR

For entertaining—picnics—
travel—this unique foam rub-
ber container is the answer to
ice-keeping problems. Foam
rubber means millions of tiny
air cells for perfect insulation.
The ideal size for buffet table
or to take along in the car . .
holds plenty of ice for all day
or evening.

Flexibility permits separa-
tion of cubes. In green, blue or
neutral—only \$4.95 postpaid.
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EPICURE'S MAR
INC.
133 E. PUTNAM AVE.
GREENWICH, CONN.



For Father's Day

TIE-LON by Michele

With His Initials In Oil

Superbly fashioned neckwear in the new
practical NYLON-acetate . . . extra
length styling and fully lined. His ini-
tials, distinctively hand painted in oil.
Choice of: gold, tan, maroon, brown,
green, and blue. \$2.00 postpaid. When
ordering please specify initials and
color.

Michele's

2021 Camden Ave., Los Angeles 25, California

Command performances in fine china



MAGNIFICENT DINNER SERVICE FOR THE WHITE HOUSE, ordered by President Wilson in 1917 and in constant use since that time. Rare translucent beauty, plus its superior durability, has made Lenox the choice of connoisseurs seeking the finest in china.

FOR YOU, THE SAME SUPERB
QUALITY IN EXQUISITE

PEACHTREE

BY LENOX

Yes, the very same translucence, hand-craftsmanship, and amazing strength of the White House china are yours in charming Peachtree. There is only one quality china made by Lenox . . . the finest. Delicate sprays of peach blossoms on the famous Lenox coupe shape, with rims of precious 24-k. gold, create a lovely dinner service that is made to keep its color and beauty for generations.

5-piece place setting (dinner, salad, and butter plates, teacup and saucer) . . . \$18²⁵

For the name of your nearest authorized
Lenox Dealer, write Lenox, Inc., Trenton, N. J.



CINDERELLA
5 piece place setting, \$18.25



VELVIDERE
5 piece place setting, \$16.25

LENOX  CHINA

AMERICA'S WORLD-FAMOUS FINE CHINA

HURRY! HURRY! Stock up on famous Fieldcrest towels for Summer, for bridal and shower gifts at special prices now!

Texture towels, plain towels, gay towels and towels in gorgeous decorator colors. All so thick, so soft, so downright luxurious you'll want dozens of them!

At America's Finer Stores
specially priced at about

89¢ to \$2³⁹

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TOWELS
SHOWN
(left to right)
Chinese Modern
in Ming Red,
Fieldcrest in
Lemon Yellow,
Sue in
Honey Cassin,
Fieldcrest in
Burg Cassin,
Mont Louis
in Grey.

**Quality
Tested
for Lasting
Beauty**



Fieldcrest towels are quality tested at 29 points during manufacture to give you extra wear, extra luxury.

BLANKETS • BEDSPREADS • SHEETS • LACE TABLECLOTHS • ELECTRIC BLANKETS • CURTAINS • LA FRANCE HOSIERY • RAYONS
FIELDCREST MILLS, DIVISION OF MARSHALL FIELD & COMPANY, INC., 88 WORTH STREET, NEW YORK 13, NEW YORK

CRANE

the preferred plumbing



THE CRITERION BATHTUB, ONE OF THE COMPLETE LINE OF CRANE
BATHROOM FIXTURES. AVAILABLE IN WHITE AND EIGHT COLORS

PLUMBING AND HEATING • VALVES • FITTINGS • PIPE

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TAILORED FOR YOUR BEDROOM

in Iridescent
Birdseye Maple



The EMBASSY Group MODERN—Coral Tan Finish

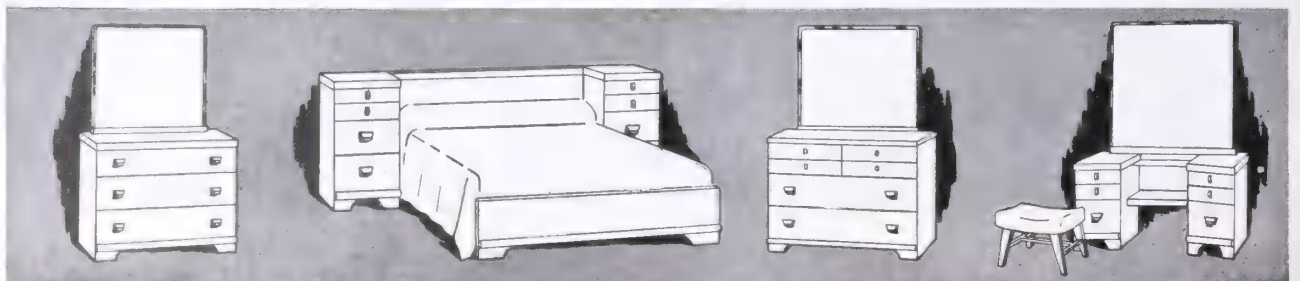
A thrilling group of Tailored Modern Bedroom Furniture in Birdseye Maple, one of the rarest and most beautiful of all fine cabinet woods—introducing a refreshing color note of delicate charm and decorator approval, well within modest means. Every detail is styled to the ultimate in good taste. Smooth sliding drawers, 8 in the double dresser, 10 in the double chest; deep drawers, partitioned drawers, small drawers—for everything. Lovely to look at, delightful to live with.



Furniture Corporation

LEXINGTON, NORTH CAROLINA

There is ample choice from the optional pieces available in this open stock series. Ask to see the Embassy Group in your leading furniture or department store... Send 10¢ for our booklet "Furniture for Your Bedroom" showing this and other United designs.



Window Shopping

CONTINUED FROM PAGE 92

GOOD BUY, MR. CHIPPENDALE. A Chinese Chippendale side chair, called the Southgate, is made of sturdy American hardwood in a rich mahogany finish. A fine choice for desk, dining room, or hall, it's 37" high, and in muslin the price is \$13.75; covered in tapestry, it is \$14.75. Express charges collect. No C.O.D.'s. Order it from The Chair Shop, Box 220, Hickory, North Carolina.



WELCOME SWEET-SPRINGTIME with a Pebble cloth bedspread by Cabin Crafts, whose Apple Blossom design will match your mood of gladness. In pink, blue, turquoise, or yellow, the punchwork and candlewick blossoms bloom within a flounced cotton border. Full size \$14.95, twin size \$13.95, matching draperies \$9.95, vanity skirt \$7.95, ppd. Morris', 56 Main St., Torrington, Conn.



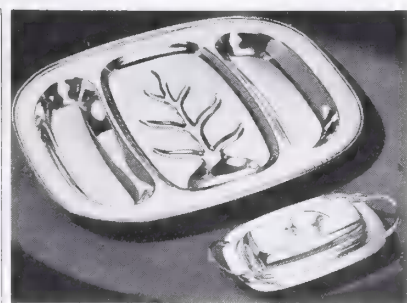
WINDOW CLEANER. called the In-B-Tween, reaches that inaccessible spot between sash and pane, wets with one side, polishes with the other. Order one for your spring housecleaning—it's wonderful for Venetian blinds, too. Covered with absorbent terry cloth, it's made of spring aluminum. \$1.50 each, with three extra cloth covers, \$2 ppd. M. J. F. Gadgets, P. O. Box 6, Station H, New York 25, N. Y.



STERLING SILVER Candlesticks
\$3.95 pair

Exquisitely wrought in precious sterling. Decorative as well as practical, they make the perfect gift. Immediate delivery. We pay postage. No C.O.D.'s Please
Price includes Federal Excise Tax

Shear Jewelers
303 N. SEVENTH ST., ST. LOUIS 1, MO.



Wonderful WEDDING GIFTS in Silverplate —at LOW PRICES!

Reproductions of fine old English Sheffield treasures, handsomely recaptured in highly polished heavy silverplate on copper.

DUO-ENTREE DISH—with well tree, for roasts & vegetables, 18" x 14" wide, tax included—expr. collect. **\$9.50**

COVERED BUTTER DISH—with glass liner, holds 1/4 lb. butter, 9 1/4" x 4 1/4" wide, tax included—expr. collect. **\$7.95**

No C.O.D.'s please

Send for catalog of other Gifts

Forest Hills Gift Center
105-17 63rd Road, Forest Hills, New York



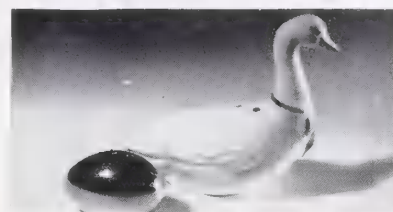
"NAMES and DATE" WEDDING or ANNIVERSARY PLATE

Wedding bells, orange blossoms and a happy couple before the altar. A lovely wall decoration—a permanent reminder of that important occasion—the wedding day. A 10" ivory plate beautifully decorated in 24 karat gold and black with orange blossoms in natural color. An ideal gift to newly-weds—an anniversary gift to be treasured. In ordering, be sure to state first names and dates. **\$3.95** postpaid. (Invisible "ring" hanger **75¢** extra.)

Name and Date BABY'S BIRTH PLATE

This whimsically and colorfully decorated gold bordered birth plate shows the old family doctor frantically rushing to beat the stork. Baby is outlined against a night blue sky adorned by a picture moon. At the top of the plate two gleeful teddy bears hold aloft a banner announcing baby's birth date. On either side of the plate are baby shoes and playthings. Decorations in baby blue and pink. Names and date hand lettered in blue for boy; pink for girl. 10" in diameter—**\$3.95** postpaid.

L. F. Black & Company, Inc.
99-16 Main Ave., Forest Hills, N. Y.

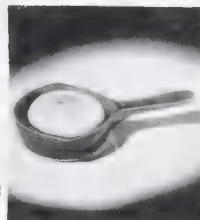


Goose & Golden Egg Salts & Peppers \$1.50

Ceramic goose with golden bill and ribbon, 3 3/4 inches high, 4 3/4 inches long. Rich golden egg—2 inches long. Unusual set.

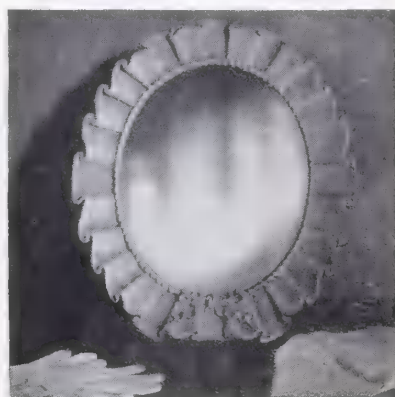
New Egg-and-Skillet Salts & Peppers \$1. Pair

Brown ceramic frying pan holds the salt. Realistic fried egg holds the pepper in this exceptional design.



No C.O.D.'s please.

CHARM COTTAGE
"On the Mississippi"
Davenport, Iowa



DECORATIVE MIRROR

Fairest of them all. For a young girl's dressing table, the chest-of-drawers in the guest room, or your husband's highboy. Syroco wood frame (13" x 11 1/2") in Venetian white or gilt, has an easel back.

\$3.95 plus 50¢ postage

SCULLY & SCULLY, INC.
506 Park Ave. New York 22, N. Y.



Ironstone China TUREENS

Keep food stove-hot on the table. Their pure white color and classic shape is as timeless in its beauty as the Old English originals. Come in three matching sizes, each complete with lid and tadle. The 3 Qt. Tureen is 12 1/2" high. Gravy size 6 1/2" high and condiment or jam size 4" high. Each piece stamped with the famous "Ironstone China" hallmark.

Tureen 12.95 Medium size 5.00
Small size 3.00

(add 25 postage for each) No C.O.D.'s

James Stuart
Dept A50 410 DELAWARE AVENUE
WILMINGTON 11, DELAWARE



OVENPROOF SHELLS

Natural shells, imported from France, for baking all seafoods, or for cold salads, cocktail

sauce, mayonnaise. Make attractive ash-trays too. Set of four, **\$1.35**, postpaid.

SEAFOOD FORKS

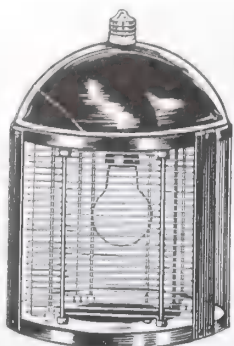


These intricately designed forks, silverplated on brass by Italian craftsmen, have the meaningful charm of their Medieval models. Use them for shrimp, crabmeat, lobster, oysters, etc.

3 for \$4.50, postpaid.

Write for Catalogue B-50

THE SALT AND PEPPER SHOP
445 EAST 88th STREET NEW YORK 20, N. Y.



Goodbye
Mosquitoes . . .
Moths . . . Gnats

**Kill-A-Bug
PORCH
LAMP**
\$14.95

Get this useful, attractive electric fixture. Enjoy evening comfort. Kills smallest gnats to largest moths. Great for evening lawn parties on extension cord. Fits standard socket. No wearing parts. Lasts indefinitely except for usual replacement of ordinary light bulbs. Beautifully styled . . . durably made and finished. Only \$14.95 C.O.D. plus charges or postage prepaid if you remit with order. (Price less bulb). Guaranteed to please or money refunded. Order now.

Walter Williams & Co.

Dept. HBM, 2410 N. Lakeview, Chicago

Figurine PLANTER'S LAMP

Copper
leakproof
bowl

braid trim
shade

28" high

\$7.95



for MOTHER'S DAY

Here's a lamp that's at home in any setting. Beautiful hand colored Figurine adds charm to your plant arrangements. Choice of Chinese Red or Forest Green.

(Plant Not Included)

PAMELA Products

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Chicago 19



New Way To Paint

Redecorate Walls and Floors
3 to 4 Times Faster, Easier

MAGIKOTER PAINT ROLLER

Paint walls, ceilings, floors faster than you could wash them. Simply fill paint cylinder and roll Magikoter, using a criss-cross motion.

• Will not drip or spill...no waste
• No need to cover furniture or floors

• Holds full pint of paint

Each filling covers 50 to 70 square feet of wall surface. Use with all paints and enamels. Aluminum roller, complete with sleeve.

Mail check or money
order...plus 15c postage

\$4.95

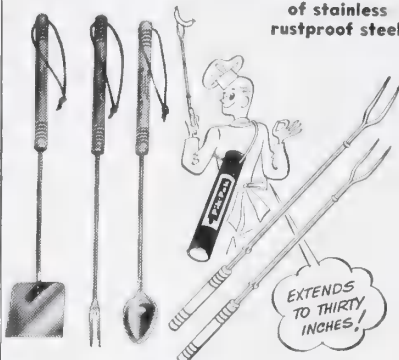
The FAIR

State and Adams, Chicago 3, Ill.

Makes a hero of the outdoor chef

LONG REACH BARBECUE TOOLS

of stainless
rustproof steel



EXTENDS
TO THIRTY
INCHES!

"CHUCK WAGON" SPECIAL — three piece set, includes 22 inch long, polished stainless steel spoon, fork and hamburger turner. Branded oak handle with rawhide thong. Set complete \$2.85

EXTENSION FORK SET—four forks, extend from 19½ in. to 30 in. long, in handy shoulder carrying quiver. Perfect for all outdoor cooking. Only \$2.85

Postpaid—No C.O.D.'s please

Edgewood Gifts

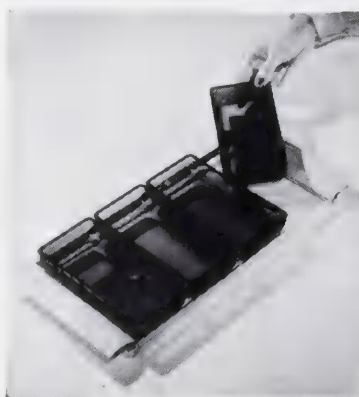
154 Edgewood Ave., N.E., Atlanta, Ga.



Window

3482

Your Name Here



YOUR GOOD NAME and your house number are visible by day for the man with the mail, by night a welcome reflecting beacon for your special male. Just attach Clampon to your delivery box. fits any standard size without drilling or tools. Hand-lettered on black metal, it's \$3.95 plus 25c postage. Modern Metal Co., 41 McGavock St., Nashville 3, Tenn.

FARE PLAY. An hors d'oeuvre tray that will steal the show at any cocktail party is filled with four emerald glass trays to hold olives, peanuts, cheese, and toothpick sausages. The clear glass serving tray has natural wood handles, chrome trim, and measures 18" x 7½". \$8.50. Matching emerald glass tumblers are \$1.00 the dozen. Express collect from Alice H. Marks, 9 West 57th St. New York 19, N. Y.

WRITE PAIR for your purse or to slip over your belt, is this miniature pen and pencil set made of filigreed golden metal and set with tiny fake jewels. The ball-point pen is wonderfully handy for writing checks, cards etc., the automatic pencil a granjotter for shopping trips. In a gold leatherette case with key chain attached, 3" long. \$1 ppd. Remington Co., Towson, Md.

the "BAVARIAN" CUCKOO CLOCK



Here's the clock you've always wanted . . . an American Cuckoo Clock with an imported movement made by the finest clock makers in Europe. Take-like bird comes out to cuckoo the hours and gives a single chirp on the half-hour. In natural wood, the "Bavian" has a weight-winding chain and chimes . . . Comes with life-time guarantee. Size: 9" x 12". \$25 postpaid (tax included)

"PINE FOREST"

A little bit of Bavaria in your own home . . . Made by the finest clock makers in Europe, this low-priced cuckoo clock is completely handcarved in natural wood. Bird cuckoos once every 15 minutes . . . Single weight-winding chain . . . Life-time guarantee. \$9.00 postpaid (Size: 6" x 10") (tax included)



No C.O.D.'s, please

SALLY GRAYE
80 E. 11th St., Dept. 15 NEW YORK 3, N. Y.

IT'S EASY TO CONVERT YOUR MOWER TO A POWER MOWER

With a LEJAY MidgeTractor

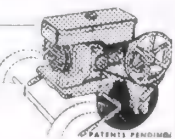
Makes lawn mowing fun. It snaps on in a jiffy. It's ready to go.

ONLY
\$29.70



Backs up and maneuvers amazingly easy. Costs far less than regular power mowers. Only \$54.95 complete with engine—or, \$29.70 less engine . . . use your own engine (any make ¾ to 1½ hp, or a 1/3 hp electric motor). Free literature. Guaranteed with money-back 5-day trial offer. Sold by mail order only. Send for your MidgeTractor today.

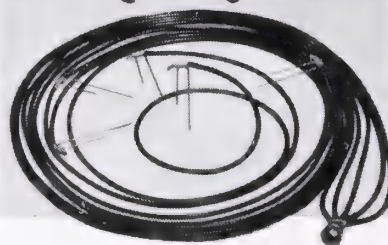
If you are a handyman send 35c for Plan "Build Your Own MidgeTractor," literature included.



LEJAY MANUFACTURING CO.

2942 So. Emerson Ave. Minneapolis 8, Minn.

SPRINKLEZE



Waters 5 separated plants at one time from one garden hose or can be grouped to water odd shaped beds, borders or areas of lawn.

The five spot sprinklers can be fixed in position to deliver rainlike sprays on plants up to 30 feet apart or laid on the ground to soak only the roots.

Can be moved without turning off water.

Has two 13 ft., one 7 ft., and two 9 ft. lengths of gleaming black ½ in. Koroseal tubing. Non-corrosive metal fittings. Light and durable. No moving parts to wear out.

Guaranteed to please you or money refunded.

We pay postage Pat. Pend. Complete Unit 7.50 on prepaid orders



JONS MANUFACTURING CO.

Dept. G-4, St. Matthews, S. C.

A COLLECTOR'S ITEM

"Korla" *

BALINESE ASHTRAY

ONLY \$6.95

6 POST PAID

No C.O.D.'s



6½" Tall
BASE 6½" Square


FOR MEN . . . here's the most attractive conversation piece, this side of Pago-Pago • An exotic compliment to your living-room, den or office • In glowing tones of terra cotta, chartreuse, sparkling ebony, rich bronze •

• THE PERFECT GIFT FOR THE CONNOISSEUR OF FINE CERAMICS • ORDER NOW

THE KING COMPANY

1510 MYLANE AVENUE • ARCADIA, CALIFORNIA

Shopping



REACH FOR A ROSE with an exciting new garden tool that cuts and holds the flower until you drop it in your basket. Made of steel, 23" long, it gives you plenty of reach—up to an arbor, down to a posy, out to a shrub. It works by trigger-action, cuts up to a $\frac{5}{8}$ " limb, and is ideal for cutting and pruning. \$4.95 ppd. Max Schling Seedsmen, Inc., 618 Madison Ave., New York 22.

THE SPORTING THING to send to a would-be Gonzales or Williams, are these crystal glasses with graphic illustrations of tennis and swimming shots. The figures, silk-screened in foamy white, come in 8 different designs, and as identifiers will solve the dilemma of who gets the Scotch when you're serving drinks. \$5 for 8, postpaid. Abbott Smith, South Dartmouth, Mass.

HISTORICAL BED-SPREAD, rich with colonial tradition, is an exact copy of a hand-woven coverlet made by a colonial bride with a tufted Golden Key design. You'll be terribly proud of its elegance, its white simplicity, its easy washability. In double bed size only, it is \$22.50 ppd. Cape Cod Crafts, Box 1000, W. Bridgewater, Mass.

IT'S DENIM TIME!

SPORT and PLAY CAPS
SKI CAP: Adjustable back, taped seams, front pockets, waterproof peak.
\$1.00 ppd.
Factory Priced

ROLLER: Taped seams, 7 rows of brim stitching. Either cap available in Denim: Dark blue, faded blue, green, red. Gabardine: Red, white, yellow, navy, aqua, grey. Small, med., large. Name in color of choice 50c extra. Rollers in children's sizes also.

SENSATIONAL, "ZIP-GRIP" DENIM JEANS!
Expanding zippers at waist adjust to fit snugly, neatly. Sanitized and unconditionally guaranteed. Jeans or Pedal Pusher styles. In dark blue, faded blue, denim red, denim green.
Jr. Miss—7 to 14 **\$2.99 ppd.**
Ladies—10 to 20 **\$2.99 ppd.**

SHORTS with zip-grip convenience in above sizes and colors.
\$2.69 ppd.

No C.O.D.'s, please

DRUM & DRUM—Dept. B, Irvington, N. J.



New! Re-usable!



Re-All ATOMIZING SPRAYER
Does hundreds of household jobs!

3.98 postpaid

Now! An atomizing sprayer that can be re-filled and recharged at home in 60 seconds! Called RE-ALL (rechargeable—all purpose), it can be used with insecticides, germicides, deodorants, medicinal sprays... any non-coagulating, non-viscous liquid. Provides a fine mist. Jade, Amethyst, Emerald, Lapis-Lazuli finish.

3 Recharges **25¢**
No C.O.D.'s, please.

FOLEY'S Box 1971... Dept. 67
Houston 1, Texas

Decent Exposure for DAD and LAD
in
TERRY WRAPS



There's solid comfort and from sensible modesty in this handy terry cloth wrap—around. Perfect for after bath, shower, while shaving—lounging around the house, locker room or after swimming. Adjustable at waist, snaps securely into place and stays put! Big deep pocket holds toilet articles, cigarettes, keys, etc., or Junior's needs. Available in White or Multicolor Stripes of grey, yellow, orange.

MEN: White...\$2.00 BOYS: White...\$1.50
Striped...\$2.75 Striped...\$2.25
Waist Sizes, 28 to 44 Waist Sizes, 20 to 26
Add 75¢ Each for Personalizing with "DAD" or "LAD" or 3-Initial Monogram. Please print.

Allow 10 days for Monogramming.
Include 15¢ postage for each Terry-Wrap.
No C.O.D.'s, please.

ELRON, 800 N. Clark St., Dept. TW-220, Chicago 10



Modern Classic Dinnerware
So flattering to your table, at a price you can scarcely believe. Highly glazed in modern solid colors: Mist Grey, Dell Green, Chartreuse, or Burgundy. (Specify color).

20-piece starter set, 4 each cups and saucers, cereals, bread and butters, luncheon plates.
Only **\$4.95**

Creamer and Sugar **\$2.75**
Teapot **2.50**
Water Pitcher **3.00**
Express collect, no C.O.D.'s
Send for Circular of Open Stock Pieces

Glasscraft
920-B Chicago Ave. Evanston, Ill.



Finish This Lovely Apron!
Apron and Potholder Thrift Set

It's fun to finish your own aprons and matching pot holders. Inexpensive, too! All you have to do is applique the colorful, read-to-cut-and-embroider Negro Mammy percale patches on this darling apron! Made of genuine kraftweave, with color fast red dot ruffles, apron is completely finished otherwise. Pot holders come with padding, ruffle, loops. Set includes all material, embroidery cotton, instructions. Wonderful shower gift. (No C.O.D.'s, please.) Set, **\$2.75** postpaid

The Artisan Galleries
FORT DODGE IOWA

JUST IRON IT ON



PRESTO! NAME TAPE

NO SEWING • SAVES TIME
A warm iron quickly and easily makes this personalized name tape part of the garment or linens so that it cannot come off. **LABORATORY TESTED.** Resists laundering and dry cleaning.

100 for \$1.50
150 for \$2.00
300 for \$3.00
for each person's name

30c extra for second line
Sorry no COD's

INDIVIDUALLY CUT AND BOXED
Red or black on white tape
Prompt Delivery
Order now by mail for boy or girl going to camp
Print Name Clearly

Dept. 5
MARCH PRODUCTS, 274 Pearl St., N. Y. 7

SWIRLO-MATIC
WASHES YOUR CAR
FASTER EASIER



Just hold... Revolving brush does the work **ONLY \$6.95 PREPAID**

Simply attach SWIRLO-MATIC to any garden hose... the amazing turbine-action quickly cleans, gives car a gleaming finish. Works on high or low pressure.

- Rinses as it cleans! No streaking!
- No rubbing, scrubbing, wiping!
- Also washes windows, boats, sidings, etc.
- Easy to use... weighs less than 1 lb.
- Guaranteed! Pays for itself in 5 washings!
- Free! Special washing detergent included for really dirty jobs. If not too dirty, plain water does the job beautifully.

SPRING CLEANING! Get ready—order SWIRLO-MATIC now to clean up and store storm windows, clean screens, windows, etc. Order 3 ft. extension ideal for this purpose. \$2.50 extra (Prepaid).

West of Mississippi: add 25¢ each item.

MELAIRE DISTRIBUTING CO.
Dept. 8HB, 420 Lexington Ave., N. Y. 17, N. Y.



AT LAST! SELF CLEANING RAKE

You've wanted a rake that will clean itself—and here it is! Pull the VAN RAKE back and it picks up leaves, refuse... push forward and it folds under, releases leaves. *Saves time cleaning rake.* It's safer, too, because folding feature prevents rake handle flying up if stepped on. Can be used as garden rake by closing **\$2.95 ppd.** special lock.

No C.O.D.'s, please

ALL-TEMP, INC.
741 East 87th Place, Dept. B, Chicago 19, Ill.

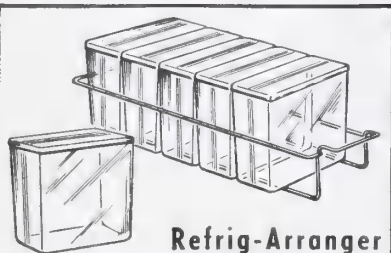


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See our large collection of English Bone China dinnerware patterns... Birks own Sterling Silver tableware in more than 20 patterns... at advantageous prices. Your U.S. currency is worth 10% more in Canada.

Stores in
Principal
Canadian
Cities.

BIRKS



Refrig-Arranger

Here's a way to save that oh-so-valuable space in your refrigerator. A non-tarnishable metal rack which fits on shelf in any standard refrigerator or ice box. It contains six unbreakable clear plastic 1 1/2 cup containers with tight fitting lids in which you can store left-overs, salads, moulds, desserts, gravies, etc. Easy to get at, containers wash quickly in hot or cold water. Transparent for quick identification. Just what you've been looking for—uses only 4" width of shelf space.

each 2.95 Postpaid

send for
catalog



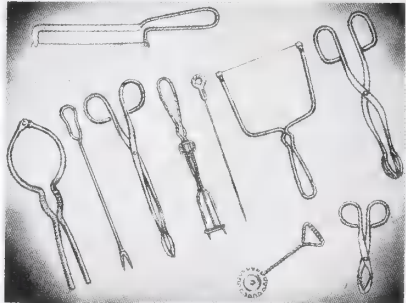
Dept. 11 542 Fifth Avenue
New York 19, N. Y.



Lobster Cracker \$1.00 Lobster Pick 50c

Set of 1 Cracker, 4 Picks, \$3.00
Seafood success-ories for your party! Sturdy metal painted lobster red. Postage single or set, 10c.

HALL GALLERIES
ALBERT STEIGER COMPANY
SPRINGFIELD - MASSACHUSETTS



Kenberry KITCHEN SET

Tackle your kitchen tasks the easy way with this gleaming, stain resistant Kenberry Kitchen Set! Ten handy utensils you'll use every day. Makes a fine Bar Set for Father, too!

Thin Blade Slicer	Cake Tester
Jar and Bottle Wrench	Cheese-Butter Slicer
Handy Andy Fork	Serving Tongs
Taper Tongs	Pie and Cookie Tool
Ejector Fork	Tiny Tongs

All for only **\$1.79** postpaid

DOWNES & CO.

81-D Salem Lane Evanston, Ill.



The WEDDING TRAY, 23" x 16" a very useful party time size, is \$12.95 ppd. The ANNIVERSARY TRAY, 11 1/4" diam. is handy for serving a twosome. \$6.95 ppd. Gay tones on white, with red, green and blue predominating, permits the trays to gracefully decorate your mantel or wall, when not in service.

Delivery from 1 to 3 weeks, add 3% sales tax in Ohio.

The Fiesta Shop
655 E. State Street
Salem, Ohio



Window



ELEGANT EPERGNE, that destined to become your favorite centerpiece, has three removable sections, converts into a crystal candelabra and flower holder. With silver-plated sections aboard it's a Lazy Susan for hors d'oeuvres with cocktails, petits fours with demitasse. Gadroon-bordered base alone is a single candle holder. \$23 incl. tax. Add 50 post. Wm. Wise & Son, 487 Fulton St., Brooklyn, N. Y.



AN ABSORBING HOBBY for child or grownup is contained in the Wildlife Miniature Hobby craft Kit. It includes everything you need for making remarkable handsome pins that are plastic miniatures of different birds and fish. You paint the unfinished forms in their true colors, and mount them on clasp pins. \$3.99 ppd. Susan Smith Co., P. O. Box 3531, Merchandise Mart Station Chicago 54, Illinois.



BASKET BELLE, made of woven wood, holds enough summer fare to satisfy the wave-whetted appetites of a bevy of beachcombers. There's a removable tray to keep the plums from getting too well acquainted with the fried chicken, and lid strap hold silverware. 12" x 21" x 10" \$4.50 postpaid. Roger Enterprises, 7 Waverly Place, Tuckahoe, New York.



New! Musical PLAY-A-TUNE DIAL TELEPHONE-BANK

A treat for the kiddies is this gay, new and ingenious PLAY-A-TUNE PHONE-BANK. Lift the receiver and immediately an appropriate children's tune starts playing. It also has educational value as well, because the dial can be operated just like the regular phone, aiding them in learning to count and telephone.

Made of Plastic in a choice of two decorations. Bright red with yellow trim or Yellow with red trim.

Only **\$4.25** postpaid

Madison Gifts

12 West Merrick Road Freeport, L.I., N.Y.



Now... Cook Food to Get FULL FLAVOR and FULL NUTRITION THAT MEN LIKE!

The Indians simmer cooked much of their food to get fullest flavor and fullest nutrition! Now, you too can simmer cook electrically with the

RADIANT HEAT in the SIMMER CROCK

A New Way To Cook Hundreds Of Dishes... To Please Men!

For roasts, stews, soups, beans and curries. Any recipe cooked for about one cent!!



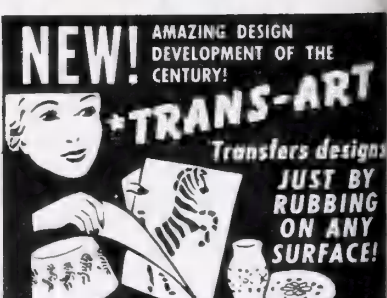
IDEAL WEDDING PRESENT

A Gift that is different and very practical. Food is served right from the SIMMER CROCK. Pastel yellow, green or blue. Chinese red or black. Holds 2 quarts. Recipes included.

Satisfaction guaranteed.

\$19.95 postpaid

Please send check or money order.
INDUSTRIAL RADIANT HEAT CORP.
Gladstone 5, New Jersey



NEW! AMAZING DESIGN DEVELOPMENT OF THE CENTURY! TRANS-ART

Transfers designs JUST BY RUBBING ON ANY SURFACE!

NO MORE HOT IRONS - NO MESSY CARBONS NO CUTTING OF STENCILS - NO MORE WATER

And each TRANS-ART DESIGN can be used and re-used up to 10 times. Only one TRANS-ART DESIGN decorates anything ON ANY SURFACE! Over 250 original, different designs in each package.

Use on any FABRIC - WOOD - GLASS - PAPER - LEATHER - CERAMICS - METAL - PLASTICS - TILE, etc.

Use TRANS-ART DESIGNS to print, embroider, stencil, hand painting, silk screen, block printing, leather working... to satisfy every craft and decoration need.

Contains full-size, stunning, easy-to-use Textile Nursery, China, Glass, Fruit, Floral, Animal, Bird, Mexican, Alphabets, Peasant, Borders, etc. It's EASY! It's FUN! Even the youngsters will be more creative and craft conscious with TRANS-ART.

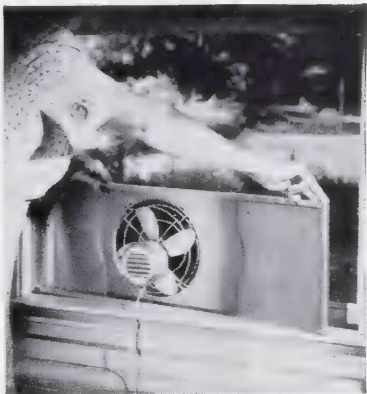
Imagine! over 250 beautiful and different designs to be used ON ANY SURFACE... up to 2500 times. **ONLY \$1.00** Postpaid. *Pat. Pend.

Send your order NOW! \$1.00 with order... sent postpaid. IMMEDIATE DELIVERY. MONEY BACK GUARANTEE IF NOT DELIGHTED.
CRAFTMART CO. 80 E. 11th St., Dept. HBS New York 3, N. Y.

Shopping



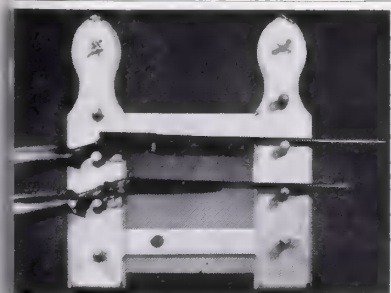
AIR MINDED is what we all want when the thermometer starts to climb, and the Chrom-Ever Window Ventilator is the trick for keeping you cool. The aluminum frame fits any window from 30" to 40", and the 10" blades move 850 cubic feet of air per minute. Reverse it, and it's an exhaust. No installation needed. Air-cooled motor works on AC. \$14.95 exp. coll. May 1950. Merwin, 545 Fifth Ave., N. Y.



GREEN STAR. An ornamental grille for your screen door will give you a dramatic entrance, and your house number is set in the center. Send height of screen from bottom of top bar to top of bottom panel, top and bottom widths from one side bar to other. Black or white enameled aluminum, \$31.25. Black or white iron, \$20.75. Postpaid. Florida Metalcrafters, 2719 Fairfield Ave. So., St. Petersburg, Florida.



RED-TEA SPOONS, in 1847 Rogers Bros. fine silver plate, come handsomely boxed in a walnut finish case that you will use later for jewelry or cigarettes. Send them to a spring bride and she'll use them for everything from rum collinses to homemade cream sodas. Set includes 8 long-handled spoons, sugar spoon, and lemon fork. \$10.95 ppd. Bonnie M. Solin, 44 Center St., Chicopee, Massachusetts.



GUN RACK

Sturdily constructed of heavy 1 1/2 inch yellow pine. 31 inches wide by 36 inches high. Choice of finish: Oak, Mahogany or Natural. Holds four guns and hangs flat against the wall, suspended by two brass chains.

Priced at \$13.95 prepaid. No C.O.D.'s.

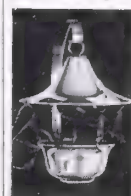
HENAUULT'S

20 WEST NINTH STREET
LITCHFIELD MINNESOTA



CHARMING REPLICA OF AN OLD WORLD FLOWER CART

Carefully reproduced—stained to a weathered brown finish, contains leakproof removable metal liner for soil and plants. Cart measures 9 1/2" long, 6 1/2" wide, stands 4 1/2" high. Perfect for any room.



Lovely Chinese Pagoda Hanging Wall Planter

Here's a value you cannot afford to miss and you will be amazed at how it makes a room more beautiful. Highly polished, tarnish proof, solid copper. Easy to put up. Overall 9"

Your Choice

Send Check or Money Order — No C.O.D.'s
\$1.29 each or \$2.50 the pair postpaid
MAIL YOUR ORDER NOW

CHUBB'S Dept. 3 - 941 Terrace Ave. Muskegon, Mich.

New Bedtime Story

by Moseley's



Mail order to Moseley's, Detroit 2, Mich. A 50% deposit must accompany all C.O.D. orders. Underline principal letter of your monogram and state color choice of monogram and blanket cover. Allow 3-4 weeks' delivery. Orders beautifully gift-wrapped and shipped at no extra charge. Charge accounts invited.

The Personal Touch In Satin ...

Moseley's... famous for fine linens... present another unsurpassed value in this washable rayon Challis blanket cover with classic, three-letter monogram and trim in gleaming rayon satin. The matching monogrammed pillow case completes this very personal bedtime story... as only Moseley's could portray it! Color-perfect in pink, blue, yellow, peach, white, green or beige... with trim and monogram in choice of grey, pink, blue, yellow, peach, white, beige or green satin. It's the perfect trousseau gift... perfect for you.

Twin Size 72 x 90 . . . 10.75 each

Double Size 90 x 90 . . . 12.75 each

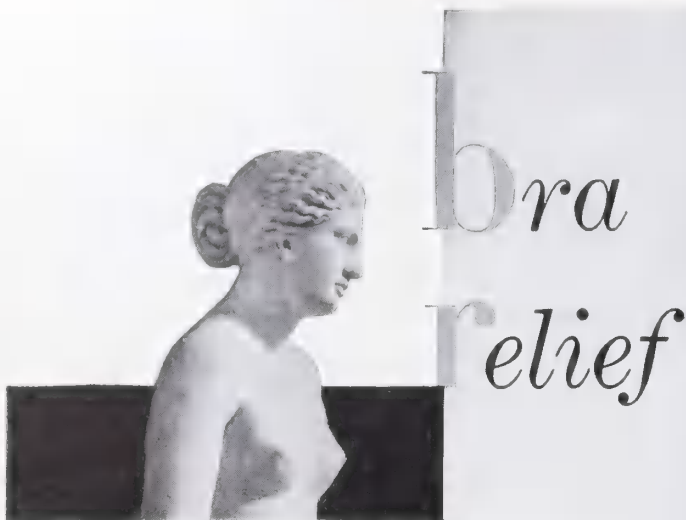
Case to Match 5.75 each

Complete with Monogram

Other sizes available — Prices in proportion

Moseley's

DETROIT * MIAMI BEACH * PALM BEACH



Praxiteles' Aphrodite

No more trying one bra after another! Berlé creates for you a Delineator exactly fitted to your individual contours. You'll hardly know you're wearing it. Not only will it eliminate pressure, but your figure-personality will be lovely! In 27 years, no one has ever successfully copied the Delineator—a unique principle in comfort and beauty. From \$16.50, in the world's finest materials. One-year written guarantee.

In NEW YORK, at the BERLE SALON, 26 West 58 St., N. Y. 19. Write for booklet HB. On the Coast at I. MAGNIN. In Dallas—NEIMAN-MARCUS. Chicago—28 Shop, MARSHALL FIELD. Memphis—THE HELEN SHOP. New Orleans—GUS MAYER Co.

Berlé
Paris-New York

NEW ORIGINAL SCOREBOARDS

Designed by world famous card authority, Sidney S. Lenz.

Lenz Canasta Scoreboard. Simple to operate. Keeps accurate count of all points and base scores. Eliminates pencil and paper, simplifies adding of large numbers. Made of fine, polished maple, colored plastic markers.

\$2.00

each
postpaid
attractively
boxed

Both for
\$3.85
postpaid

Lenz Bridge Scoreboard.

Throw away pencil and paper and score this modern easy way! Records every possible score in Contract Bridge, in sight of each player. Polished hard wood.

No C.O.D.'s please

BIRKDALE'S Dept. H. B. 50
545 Fifth Avenue, New York 17, N. Y.

PLAYTHINGS FOR NOW

Holgate Sand Pail and Tools. Heavy seamless aluminum, painted bright red, rope handle. Sandworthy wood hoe and spade **1.65***

Flyaway Plane. Superlight plastic, on fine thread, geared to rod and reel. Wings whirl and plane takes off like kite as wind picks up. **1.45***

Whirlisee. Discovery . . . see-saw for littlest that goes 'round as well. Sturdy metal pyramid base, adjustable height, 5' board, baked plastic finish **6.75***

Picnic Hamper. Rigid bandwood 2-handle basket, covered. Strong plastic plate, cup, saucer, knife, fork, spoon. 11" x 6½", x 6" **2.15***

Beau Catcher. Imperative fashion for Summer dolls. Terry cloth beach robe and bag, bright beach mattress and gay umbrella. Two sizes: Small, for dolls up to 18", Large, up to 24" **4.10***

*Postage included. Check or Money Order. Write

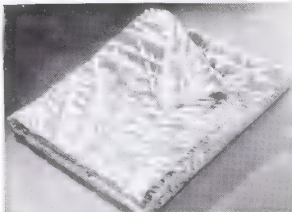
THE BLOCK SHOP
58 Wall St., New Haven 11, Conn.

NEW LIFE for WORN COMFORTERS

They can be luxuriously re-covered and made factory-fresh by our exclusive process. If they are wool, we recard and fluff them equal to new. If they are down and worn thin, we can add extra down or, better still, use what down you have, add wool and convert them into the famous U.S. Pat. LANADOWN COMFORTERS, at a very nominal cost. We use only the finest fabrics such as satins, taffetas, plain and printed satens and chintz, samples of which may be had on request.

Send by Express or Parcel Post.

Send for Free Booklet HM

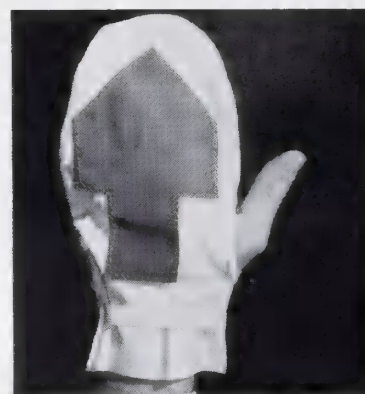


LANADOWN
516 Madison Ave.
New York City 22
PL. 8-1940

Window Shopping



TWO FOR THE SHOW. A charming pair of hurricane lamps represent a value that anyone interested in bargains will make a beeline for. The polished and cut prisms are as elegant as a court curtsy, and the etched crystal chimneys will throw light on an antique chest, hall console, or mantel. Wired for electricity, 12½" high, they're \$7.95 the pair. Exp. coll. Foster's Distinctive Gifts, Princeville, Ill.



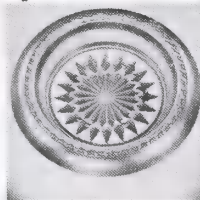
NITE-SIGNAL MIT that has a glowing arrow to catch the headlights of approaching or following cars, is a marvelous safety device. It slips over gloves, or for summer is comfortably lightweight, and its flexible construction does not interfere with steering. Order one, too, for your bicycling boy scout. Small, medium, or large, it's just \$1 postpaid. Nite-Signal Mit Co., 1060 Lillia Way, Hollywood 38, California



GRAND STAND. When the lawn is your living room and the outdoor fireplace your kitchen, here is the "furniture" that will keep you happy under the sun. A folding metal stand comes with a removable tray top and four lawn coasters that spear into the ground and hold your glasses securely. 17½" x 12½" x 19" high, \$3.95 ppd. Extra coasters 35¢ each. Adelman's, 131 Liberty St., New York 6, N. Y.

STERLING SILVER COASTERS

Wedding Band



Double as

- Ash Trays
- Candy Dishes
- Nut Dishes

Set of 4 **\$5** tax inc.

Wide sterling bands circle these crystal-clear coasters . . . adding a luxurious touch. They'll hold even your most generous highball without suction or wobbling. Coasters measure 4¼" overall diameter and nest beautifully. Order a set for yourself and several more to delight the June brides on your list.

Half Dozen \$7.50*

Dozen \$10*

*Remit with order and we pay postage or C.O.D. plus postage.

Grenville House *tax inc.
264 Canal Street—Dept. HB5
New York 13, N. Y.



RELAX ALL OVER in BARWA The Floating Chair

Head to toe floating comfort makes you feel weightless. Perfectly balanced for sitting or reclining. Use Barwa outdoors for sun basking . . . bring it into the house for reading or napping . . . it's portable (12 lbs.)—made of light weight but sturdy 1¼" aluminum tubing with steel springs—and replaceable, water-repellent canvas covers in 5 gay colors: Green, yellow, blue, red, terra cotta.

\$29.95 Shipped FOB

Send check or money order to:

S. L. DOERY & SON
299 Rockaway Turnpike
Lawrence, L. I.



Demi-Tasse Coffee Spoon

Sugar Spoon

Olive or Pickle Fork

Serving Spoon

Cold Meat Fork

TOWLE'S CRAFTSMAN

Smooth, in the modern manner — a sheer
and shining pattern with all the beauty of hand-made silver . . .
Craftsman is just one of the distinctive TOWLE patterns
— each a masterpiece, superbly designed,
exquisitely crafted.

TOWLE STERLING
NEWBURYPORT, MASSACHUSETTS

Flat Server

Sugar Tongs

Easiest-to-use Home Freezer ever designed!



New Philco
design puts 70% of
capacity above
knee level



DH-81—8 cu. ft. capacity in 5 cu. ft. cabinet. Holds 280 lbs.

\$265.00*



DH-41—4 cu. ft. capacity in 2 1/2 cu. ft. cabinet. Holds 140 lbs.

\$189.50*

*See Table 1

Holds 435 lbs. of Food! No freezer ever built gives you quite as much in design, features, and money-saving value as this magnificent new 12 cubic foot Philco.

Built so a woman can use it more easily, more conveniently, it has 70% of storage space above knee level, brings more food packages within easy reach without stooping. It has a front that slopes *in to the base* so you can stand closer. It has 3 gleaming porcelain compartments with new easy-lift storage baskets and new plastic *Utilitray*.

Temperatures as low as 15 degrees below zero permit sharp freezing in any compartment. Far and away the most advanced home freezer for '50, this newest Philco sets a new high in freezer convenience, economy and value!

EH-121 — Illustrated above — \$349.50*

See all the great new Philco freezers from
4 to 30 cubic feet at your Philco dealer's now!

PHILCO *Famous for Quality the World Over*

It's Worth MENTIONING

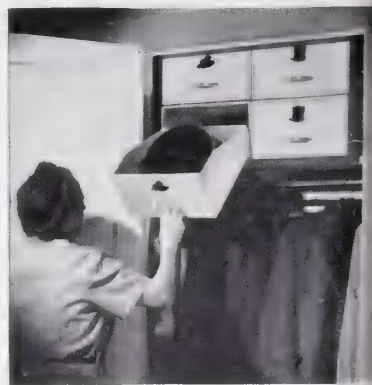
by Julie Polshek

Here's space-saving magic! Opened, the 35" x 60" Micalite top of Virtue's Beverly Hills table seats eight. Drop its leaves and 60 inches slims to 14. This beautiful chrome furniture boasts quality and workmanship that is a delight to see. Easy chairs have nothing on the channel-back and waterfall seat of these for comfort. Red, blue, ivory, green, yellow, or gray Duran. \$21.50 ea.; table with matching-color top, \$64.50, Barker's, Los Angeles.



West Bend Aluminum have done the impossible. Without increasing its price, they've made their electric Flavo-Perk completely automatic! Thermostatic control stops the perking the moment the brew is done, then keeps it at serving temperature indefinitely without re-perking. You get the same full flavored brew every time—a brew sure to delight coffee lovers. Make 6 to 8 cups (AC only), \$9.95. Hamacher Schlemmer, New York.

Could anything be more convenient, or space-saving than these Hatainers? They protect the shape of your hat, too. Drawers for His hats contain a hat ring; Hers, a stand that folds away to make room for several small hats. Identifying silhouette on all four drawers. Leather-like exterior of strong fiber-board cases is 2-toned ivory. 13 3/8" x 14 7/8" x 7 1/2". \$3.95 ea., Chas. Peters & Co., 339 North Ave., New Rochelle, N. Y.



PHOTOGRAPHS BY FRED LERNER



Proctor's peerless all-steel Hi-L ironing table has a new mat that's a wow—the Mary Procter cover. Spring stretchers that hook to wood dowels in the hem fit the cover like a sheath to any standard board. It's pre-shrunk sail cloth. It's in color—vat-dyed blue, yellow, or beige (also sun-bleached white). Cover-pad set, \$3.95. Tab (adjusts 9 ways, from sit-down to tall-gal height), \$12.95. Wanamaker's, New York & Philadelphia.

(Continued on page 110)



You'll be surprised at the convenience of this snack bar—a Curtis cabinet every home should have.

Space limited? Then you'll want this handy Curtis unit with a "disappearing" table. Order now—from your Curtis dealer.



*the Colorful beauty of Curtis Cabinets
yours for as little as \$329* per month!*



There's

no need to skimp on quality or beauty in your new or remodeled kitchen! You can

have sturdy, convenient Curtis kitchen cabinets...built like fine furniture...at a price you can easily afford. And you don't have to be content with a white kitchen...for Curtis wood cabinet units are painted two coats at the factory and can be finished in any color...from clear pastels to deep vibrant hues! What's more, you can change your color scheme at will—easily and inexpensively.

Yes, Curtis kitchen cabinet units fit right into a modest budget to provide a lifetime of charm and convenience! You can get Curtis units for any size or shape of kitchen—because there are 20 basic types and a total of 70 sizes! These floor and wall cabinets are quickly installed, to build your new kitchen almost overnight. Why wait for your dream kitchen—when Curtis makes it so easy to own! Mail the coupon for our colorful, beautifully illustrated kitchen idea booklet.

*Price based on an actual quotation from a dealer in Hartford, Conn., on an open-end mortgage payment plan. Hardware included. Cost of counter top and installation not included. Prices may vary in different sections of the country because of freight costs or local conditions. See your Curtis dealer for complete information.

Curtis Makes a Complete Line of Woodwork for the Modern Home



Curtis Companies Service Bureau,
560 Curtis Building, Clinton, Iowa

Gentlemen: Here's 10 cents for your book, "It's Fun to Plan Your Own Kitchen."

Name.....
Address.....
City.....State.....

She Lives in New Orleans
She Sleeps in **UTICA**

S

he sleeps in Utica BEAUTICALE Sheets, distinguished preference of women who are accustomed to greater luxury, greater elegance. For Beauticale has the gleaming lustre and refined texture of choicest cottons, combed and combed and combed, and spun to fine, lasting threads. Such exquisite percale is woven only with the skill of many years. *Regardless of price...you can buy nothing finer.*

Write for your copy of the free booklet, "Beauty Secrets From Your Linen Closet." Utica and Mohawk Cotton Mills, Inc., Dept. HB-17, 55 Worth Street, New York 13, N. Y.



*Reg. U.S. Pat. Off.

GOWN BY CECIL CHAPMAN

UTICA Beauticale* Sheets

Fine Combed... Fine Count Percale

At Ease...luxuriously,

WITH THE PATIO GARDEN CHAISE



The most colorful, comfortable invitation to relaxation you've ever seen . . . that's *the Patio**. . . the incomparable chaise always seen on the terraces and in the gardens of those preferring the finest. Just as you would expect, *the Patio* boasts of features exclusively its own! For instance, the vivid Vysheen or sailcloth fabrics, covering buoyant innerspring cushions, resist weather and water and won't chip or peel. And the obedient back with the new Self-o-just Action* raises or reclines with you to any angle, without even a lift of your finger. Plan on enjoying the sun or the shade this summer with a *Patio* garden chaise. Nothing could be more luxurious.

the Patio A HOMEWORTHY PRODUCT BY VINCENT-McCALL



*PAT. DES. 148,666. OTHER PATS. PEND.

See the *Patio* in your favorite store, \$44.50 and \$49.50

Other Vincent-McCall chaises from \$29.50 to \$75.00

THE VINCENT-McCALL COMPANY • KENOSHA, WISCONSIN



MARTIN BRUEHL

Setting Pretty!

. . . and *pretty useful* . . . a complete table service of Imperial Cape Cod crystal! A traditional pattern designed with modern new lines so that no matter what table accessories you use with it, how often or when you use it, anytime 'round the clock—it's *pretty*! The low cost makes it *pretty nice* for your budget, too! Displays in leading stores invite your selection for *pretty gifts* and your own collection.



Hand-crafted by the makers of *Cathay* and *Candlewick* at
Imperial Glass Corporation, Bellaire, Ohio

exceptional furniture

for the living room,
dining room and bedroom.

From the newest group of
designs by Paul T. Frankl.

Available only at fine stores
and accredited decorators.

JOHNSON FURNITURE COMPANY

GRAND RAPIDS, MICHIGAN

and

JOHN STUART BUILDING

Fourth Ave. at 32nd St., New York



Beautifully illustrated folder
showing the Station Wagon
and the Debonaire Groups
will be sent you on receipt
of 10 cents.

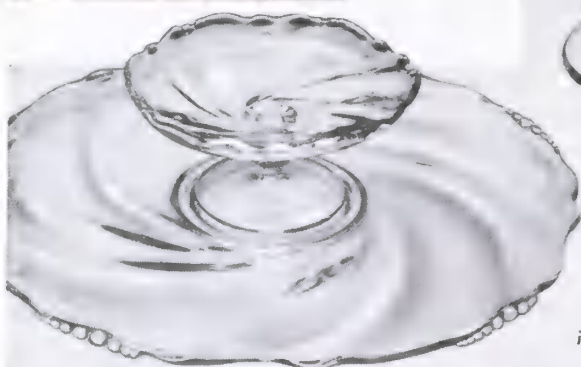




Waverly

**everyday enjoyment
in fine crystal**

If you like things clean-cut and functional, sturdy for constant use, you'll treasure this simply sculptured pattern in Heisey hand-wrought crystal. Serving is an art with Waverly's many table accessories and decorative pieces. A nice gift, too . . . at a pleasant price. A. H. Heisey & Co., Dept. H-5, Newark, Ohio.



write for new
illustrated folder

THE FINEST IN GLASSWARE, MADE IN AMERICA BY HAND

IT'S WORTH MENTIONING

CONTINUED FROM PAGE 104



Bring on your down-at-the-chaisses and gliders. This tu Pad-a-Pad re-cushions and reers them in the time it takes t on the padded slipcover. It's ored to a "T" of heavy duck tl color-fast, water-repellent, mil proof; the padding is soft thick. Elastic inside corners fit 24" x 74" covering to old pad to 4" larger. Blue, green, ye rust, red. \$7.45. Sun-Fun Sh P. O. Box 4977, Los Angeles 1

This all-metal Baldwin saddle seat is actually patterned after a saddle. That may be why men find it especially comfortable. We spoke to several who use it at their workbenches for drafting, typing, and desk work; all lauded its comfort for long sitting. Don't overlook the stackable seats for extra television seating or for outdoors. Black legs; red, yellow, or black enameled seat. \$9.90. Design Unit N. Y., 33 E. 75th St., New York, N. Y.



This Stanley tool chest will h bravos from the menfolk. precision implements are ar crats of the tool world—an where the best is none too g and cheapest in the end. Sta Tools selected this group of with an eye to both woodwor hobbyists and the all-round n of the family's fixer. The oak c also contains a plan book of th to make. \$39.95. Patterson B 15 Park Row, New York, N. Y.



Savinoleum's amazing resistance to moisture, gasoline, acids, grease, and salt water make it a marvel for cement floors, kitchens and bathrooms, boats. The Bake-lite-resin coating dries to a rugged finish that looks and washes like tile. Lt. or dk. green, blue, gray; ivory, tile red, black, oak, mahogany. \$7.50 gal. Undercoat (recommended for uneven, porous or heavy-duty areas) \$5.95 gal. Paviniolium Inc., 342 Madison, N. Y. C.

PHOTOGRAPHS BY FRED LERNER



Silver Fleece needs no intro tion as a silver cleaner. But until you see the job it does copper! It wipes away disc tion like magic, without affect the color of the copper. You c beat it for getting down into crevices of ornate silver, cop or brass or to clean fine m mountings on leather obje Horsemen praise it for sil mounted saddles. \$1.25, Page Biddle, Haverford, Pa.

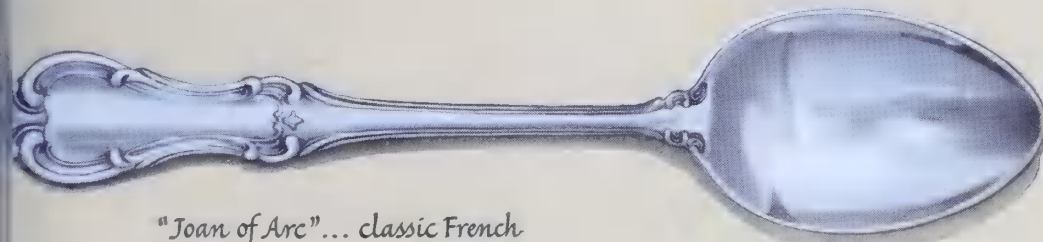
(Continued on page 112)

Because You Believe in Beauty...

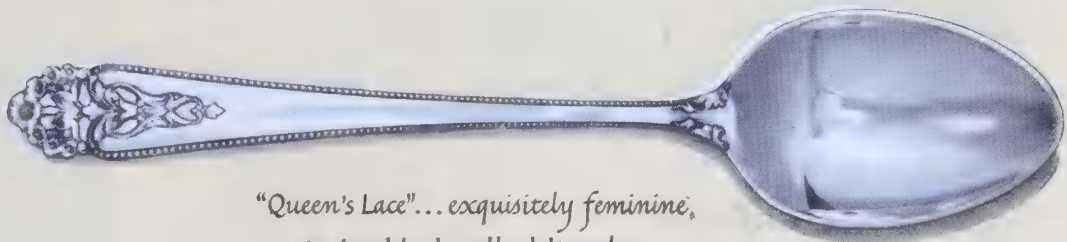
"Richelieu"...regal loveliness
in enduring solid silver.
Deep, dramatic carving in
the Louis XIV tradition. \$26.25*



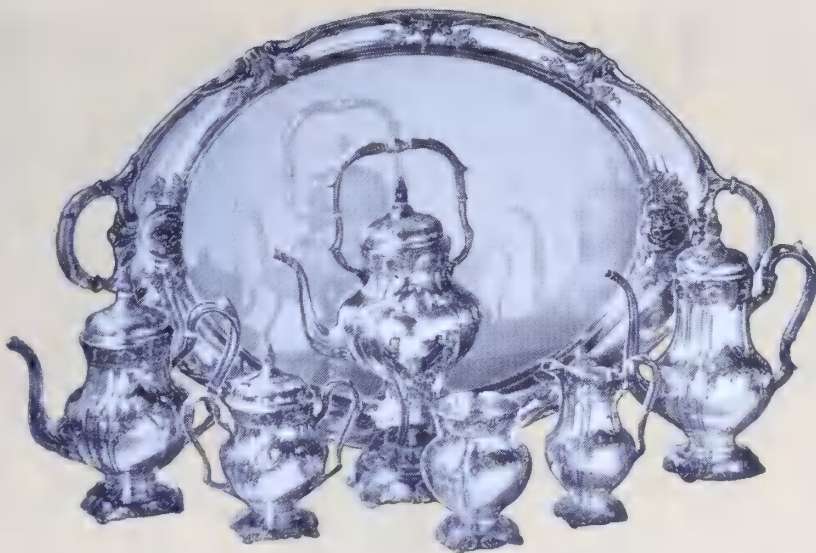
"Joan of Arc"... classic French
pattern, superb in line and
contour; every detail brought
to perfection. \$22.63*



"Queen's Lace"... exquisitely feminine,
its lacelike handle delicately
beaded, finished with a coronet
of tiny flowers. \$22.63*



Solid silver tea and coffee service with
the dramatic motifs of "Richelieu"...
another masterpiece created by
International's famous artisans.
\$3,550 (Federal tax included).



Sterling by International

Created in the great traditions of Early American silversmiths
... in Connecticut since 1825

IT'S WORTH MENTIONING

CONTINUED FROM PAGE 110

THEY'RE MADE FOR EACH OTHER!

a perfect match

the
Waterhouse
Collection
of
historical wallpaper
and
matching chintz

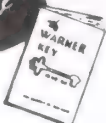
Identical in
color
and pattern

The excitingly new and delightfully different interior decorating trend of combining colorful wallpaper with matching draperies, slip covers, bedspreads and other versatile ideas will make your home lovely, livable, and talked about.

Recreated from the 17th and 18th Century Wallpapers in the famous Waterhouse Collection, this two-piece is as suitable for the contemporary as the traditional and yet sensibly priced for those who love beautiful surroundings.

The wallpaper "Provincetown Medallion" and the fabric "Provincetown Geometric" are illustrated and available in several color combinations. There are some sixty trendmaking styles to choose from in the Waterhouse Collection group.

Send 25¢

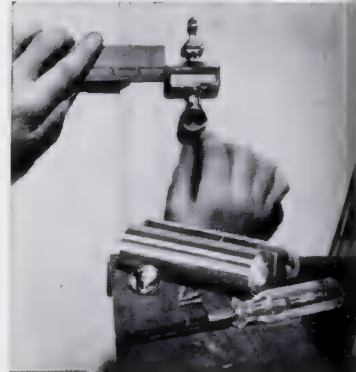


for the 1950 Edition of "Warner Key to Decorating" featuring samples of the Waterhouse Collection wallpapers and cuttings of their matching fabrics. Address: Sec. HB1, 420 South Wabash Avenue, Chicago 5, Illinois.

The WARNER Company
CHICAGO, ILLINOIS



Nu-Tone created this mechanical door chime for homes without electrical wiring, but it covers far more ground than that. It's a boon for apartments, for summer cottages and trailers, as a family call signal. Its knobbed lever pulls and releases like a pin-ball machine, sounds a clear, musical note. Attractive brass name-plate fixture installs on any door up to 2 1/4" thick. \$3.95. Art Colony Industries, 69 Fifth Ave., New York, N. Y.



We asked some men to try this Sure-Grip Scraper for on scraping projects that range all the way from boat barnacle and clapboard siding to furniture finishes. One and all called it a wonder. The steel head is shaped to reach under clapboards, rafters, etc., and to get around knobs and pulls without gouging the surface. Scraping was never so fast or easy. \$1.75. Edith Chapman, Piermont Street, Nyack, N. Y.

This matched infant's ensemble of Model Home's quilted plastic closet accessories has everything. Its beauty is lasting, its quality top-flight. A damp cloth wipes the silky vinyl film clean. Yellow bindings and blue-and-pink dolls on a white ground make it a dainty eye-ful. Chiffonrobe (chipboard structure; 13" x 15" x 32") \$19.95; drop-front storage box \$6.50; shoe-garment bag \$4.95; 4 hangers \$1.25. Crane's, 419 E. 57th St., N. Y. C.

PHOTOGRAPHS BY FRED LERNER



With this aluminum Heatray keep pancakes warm, the coffee isn't kept on short-order duty through breakfast. Whether the tray's load is pancakes, a casserole serving dish, coffee, or baby's night feedings, its radiant heat keeps every inch of the food warm, definitely. In humid climates, keeps crackers and cereals free of condiments free-flowing. Uses only 25 watts. \$4.95. Mayfair Gifts, Forest Hills, N. Y.

(Continued on page 229)

in custom-styled

Pullman Quality

you get those EXTRA VALUES that mean as much



Pullman offers the widest possible choice of decorator fabrics. Beautiful matelasses, friezes, damasks, brocates, tapestries—in fashion-approved Kelly green, brilliant lipstick red, stylish grey, rich burnished gold, and many more. Pullman offers you styling that is fresh and new—

never "dated"—sound construction that insures long-lasting beauty and comfort—and pride of ownership that price alone can never buy. Pullman offers you these EXTRA VALUES and true economy. See your nearest Pullman dealer, or write us for the name of one in your vicinity.



Choose from more than 500 fashion-approved fabrics and colors

Sofa—Big, handsome, fashion-right crescent-shaped sofa with deeply tufted flare arms. Spring-Float, soft-sitting cushions for comfort. Pullman-built for long life. The perfect sofa for your friendly fireplace group, a bay window or to soften the hard lines of a straight wall. From \$295 up.

Barrel Chair—A new, graceful chair of finest quality, with artistically carved arms. A natural meld of decorative charm, color effect and sitting comfort. The chair you've dreamed of to relieve the severity of a too-formal room, or to save that hard-to-dress corner in your living room. From \$110 up.

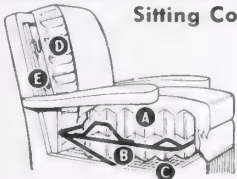
Lounge Chair—The very popular *Pullmanaire lounge chair for men. Handsomely big and masculine in design, yet harmonizes with any living room decor. Luxurious, soft-sitting comfort provided by the exclusive, patented Pullman Spring-Float construction—195 separate springs. From \$100 up.



Model above also available with Pullman "Turnstyle" feature. Optional at extra cost.

Spring Float

The Secret of Supreme Sitting Comfort



Cutaway view shows how 5 layers of springs distribute weight to give "floating" support. (A,B,D) layers of individual muslin-covered springs; (C) flexible steel suspension; (E) sinuous-wire-spring back foundation.

Choose
***PULLMAN**
FOR ENDURING
Character and Comfort



PULLMAN COUCH COMPANY • Chicago • New York • Newton Falls, Ohio
Also makers of the famous PULLMAN SLEEPER and America's favorite PULLMANAIRE Lounge Chair for men



The new *TURNSTYLE Pullmanaire lounge chair

A favorite with the modern hostess. It turns with you . . . for sociability. Adds a touch of unmistakable style and fashion-right color to the decor of any room. A chair with a most distinctive personality. \$100 up.



PHOTOGRAPH BY EWING KRAININ

No heavenly flower she, but a good-natured dispeller of the myth that all Hawaiian maidens are sweet Leilanis. No joking about these leis, though. They're just as you'll see them—pikaki, ginger, tuberose, carnation, *ad infinitum*. From *Happy Holiday*, a book of impertinently funny travel pictures published by Simon & Schuster.

How to leave home and like it

by Louisa M. Comstock

Dates and rates are changeable. Prospective tourists should confirm this information with their travel agents, transportation companies, or hotels

In the month of May . . . Rochester, N. Y., burgeons with lilacs (1,400 shrubs, 400 varieties), and invites visitors to be on hand for this magnificent, fragrant performance. For dates of bloom, write Division of Public Relations, Little White House, Washington Square, Rochester 7, N. Y.

Boston, Massachusetts, puts on its own lilac extravaganza at the Arnold Arboretum. This involves whole hillsides of bloom and a two-mile walk to see it. No autos allowed, but special permits are granted for ambulance patients. Write the Arnold Arboretum for dates and details. Besides this, from May 21 through May 27, the Commonwealth of Massachusetts celebrates Garden Week, during which about a hundred estates and historic houses will be open, most of them in the Boston area.

Hawaii turns May Day into Lei Day, probably the most enchanting and profusely floral feast day of all the celebrations in these flower-blessed islands. United, Pan American Airways, and Northwest Air Lines offer stepped-up service to Hawaii by Stratocruiser, including express operations direct from Eastern and Midwestern cities. From the West Coast, one-way fare is \$160 plus tax; round trip, \$288 plus tax. From New York, one-way fare is \$317 plus tax, plus \$25 additional for a berth.

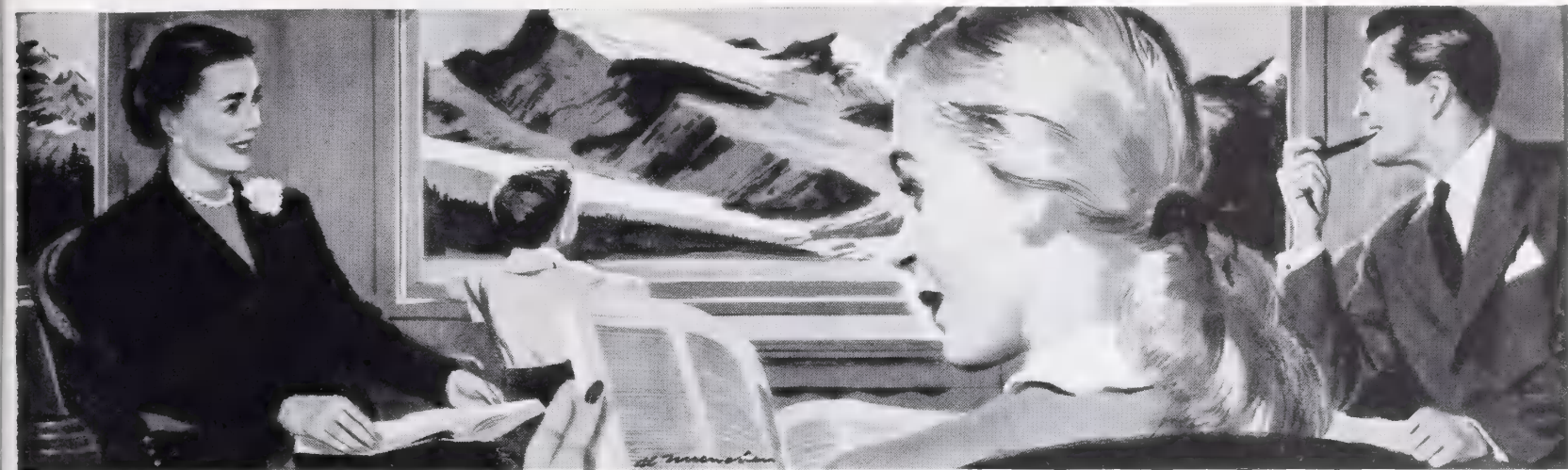
Holland-Dutch residents of Holland, Michigan, and Pella, Iowa, scrub their already well-scrubbed houses, invite the world to admire their tulip bloom, and entertain with wooden-shoe dances. For dates write the Chamber of Commerce at either city.

Our Southwest desert reaches a gawdy climax of springtime wild-flower bloom with cactus in a myriad of colors, the Joshua tree extending bouquets with its lumpy arms, and the night-blooming cereus making a gorgeous nocturnal spectacle of itself.

White dogwood floats tenderly over the little streams of the Great Smoky Mountains, and Asheville, North Carolina, one of the area's tourist centers, puts on not one but three flower displays: May 1-2, State Garden Tours of Asheville homes and gardens; May 18-19, Flower Show, City Auditorium; May 26-27, Home and Garden Pilgrimages sponsored by local clubs.

Wisconsin's Door County peninsula shimmers into 10,000 snowy acres of red-cherry bloom. For dates, hotel information: Door County Chamber of Commerce, Sturgeon Bay, Wisconsin.

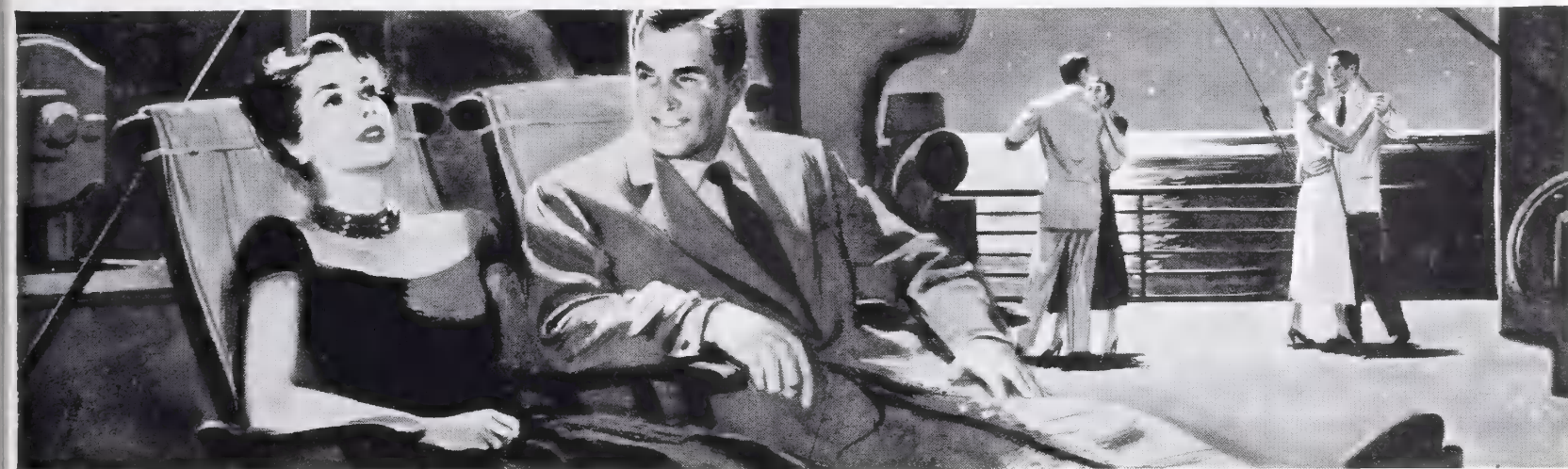
Greensboro, North Carolina, on (Continued on page 254)



Service all the way...comfort all the time

when you go—and stop— *Canadian Pacific*

For relaxation see Canada's thrilling scenery. Smooth-rolling Canadian Pacific trains take you comfortably from Canada's picturesque "down East" playgrounds—through 600 miles of Canadian Rockies—on to the North Pacific Coast. Tempting meals...soft berths...roomettes...modern accommodations...gracious service all the way.

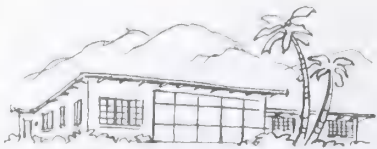


For fun sail to Europe Canadian Pacific style. It's a 7-day "holiday cruise" all the way on *White Empress* ships. Large, airy bedrooms...deck sports...cosmopolitan dining, dancing...personalized, *interested* attention in the Canadian Pacific tradition. And you sail the restful, picturesque St. Lawrence River route—1000 miles less open ocean!

For hospitality choose a Canadian Pacific hotel. Courteous, polished service...staffs trained in the friendly Canadian Pacific manner. Marvelous menus...every comfort, every convenience in Canadian Pacific's nineteen modern hotels and resorts across Canada. Plan a holiday high in the Canadian Rockies at luxurious Chateau Lake Louise.



FOR INFORMATION SEE YOUR LOCAL AGENT OR CANADIAN PACIFIC IN PRINCIPAL CITIES IN U. S. AND CANADA



'Cross

'CROSS COUNTRY is an entirely new idea in furniture, by *Sligh*, one of the country's great furniture makers. It is furniture as American as the covered wagon and as contemporary as a flight plan, of inspired design and function for everyone, everywhere . . . across the country, who enjoys the casual, comfortable, informal way of living that has become the American way of life.

'Cross Country is open-stock, for living room, dining room, and bedrooms; with basic, adaptable *unit pieces*, and many of the specialized and dual-purpose pieces for which *Sligh* has become so famous. It can be smartly accessorized to be at home in Traditional (including Early American) or Modern interiors. 'Cross Country furniture, built of American oak in a soft beige-grey finish, is outstanding for its thoughtful interior arrangements, for its superior Grand Rapids quality workmanship, and for its economical, budget-fitting pricing. Dealers are now introducing 'Cross Country, and it will be available at leading stores in principal cities everywhere as rapidly as possible. You are invited to watch for their local announcements . . . or, in the meantime, to write for the beautifully illustrated 'Cross Country brochure.



Beautifully illustrated brochure illustrating all of the new 'Cross Country furniture will be sent upon receipt of 25 cents in coin. Please address:

GRAND RAPIDS CHAIR COMPANY, Grand Rapids, Mich.
 Founder Member, Grand Rapids Furniture Makers Guild



Country

SLIGH
furniture



Associated Companies: Charles R. Sligh Company
Sligh-Lowry Furniture Company

*nothing
takes the place of*
GENUINE LEATHER
*for durability and
distinction*



Genuine Leather is the one material for the upholstery of automobiles and fine furniture that combines beauty and utility in the highest degree. Genuine Leather is colorful, adaptable, versatile . . . complements any scheme of design or decoration. Genuine Leather is practical, for it improves in appearance with age and use . . . cleans easily . . . returns you greater value. Genuine Leather is more than worth its extra cost.

THE UPHOLSTERY LEATHER GROUP

TANNERS' COUNCIL OF AMERICA

100 GOLD STREET • NEW YORK 7, N. Y.



DOLLAR FOR DOLLAR

you can't beat a

PONTIAC

The most beautiful thing on wheels



Distinctive BEAUTY . . Magnificent PERFORMANCE . . Long Range ECONOMY

ALL ARE YOURS IN A PONTIAC AT VERY LOW COST



Carpets by **Klearflax**

"BRING NATURE'S COLORS INDOORS"



Interior by Earle and Veerhusen

Illustrated above: "Chamois Beige"

20

"NORTHERN LIGHTS" COLORS IN TOWN AND COUNTRY

Nature's colors—20 gorgeous "Northern Lights" shades to select from in Town and Country by Klearflax. This deep, luxurious, wool-pile creation is the ultimate in smart effect. Delightfully different texture gives distinction to any room, whether in traditional or modern settings.

Handsome, highly-styled, you'll prize these made-to-order beauties whether you plan wall to wall carpeting or a stunning rug for one outstanding room.

A full color booklet showing the complete Klearflax line may be yours for 10c in coin. Mail to KLEARFLAX, Dept. H Duluth 7, Minnesota



Twenty "Northern Lights" colors to select from.

Carpets and rugs
DULUTH 7, MINNESOTA

by Klearflax

The Emerging American Style

The first completely rounded presentation

of the fact that American Design has

finally matured into an unmistakable style





PHOTOGRAPHS BY MAYNARD PARKER



**So much alike—
yet 42 years apart**

House, above, was built in 1907 in Ojai, Cal., for Charles R. Pratt, designed by the Greene brothers. It had a spirit which we now think of as both new and modern. Our 1949 Pace-Setter House is the "spittin' image" of this pioneering charmer. This look has been around a while.

The New American Style grew from America's Way of Life



An American eagle butter stamp—used by a dairy in the early Nineteenth Century to identify its product. From the New York Historical Society.

by Elizabeth Gordon
Editor

Yes. America is finally developing its own Style. This is amazing news to most people. But what is more amazing is that it was not recognized and joyfully proclaimed 10 or 15 years ago. For the signs of it have been everywhere around us, varying in frequency and clarity from region to region, from social group to social group.

We have not been quick to recognize our new American Style because of its grass roots origin. Its very familiarity has made it hard to see, and made us take it for granted. Were it not for the unusual opportunity that we, as Editors, have to travel everywhere and see everything, we might not have gained the broad, social perspective necessary to realize that America has, at last, produced its own art forms.

For nearly ten years, HOUSE BEAUTIFUL has been gathering evidence, tracing origins of design, sifting truth from propaganda. At last we are ready to announce, for we are sure, that an American Style has been born, and is growing into maturity. In the next nine issues, HOUSE BEAUTIFUL will show you dozens of examples of how our American Style looks and works—in various regions and in many sides of life. Here are 38 pages to introduce you to your own new offspring.

For the new American Style has been created by us Americans and has grown from the traits of our American Character. All of us, including our ancestors, have made a contribution to it. All national styles have been the product of the society in which they grew. Because this country was founded so people could have a better life, it was inevitable that our social values would cause us to reshape our imported art forms, as well as eventually produce our own. Now, after 175 years of trial and error, the manifestations of a completely American Style are clearly appearing in the major arts of architecture and landscape, and in the minor arts of furniture, fabrics, china, silver, glass, and the like.

This new kind of beauty has evolved from our talent for manipulating the practical, the everyday, the ingenious, the technical. It has emerged because we have finally realized that our present environment matters more than our heredity.

As a result, a new spirit and look is appearing all over this country—in our houses, our habits, our behavior. It is significant because it shows that we want to live for ourselves and not for the effect on other people. (Fifty years ago, this was not true.) Now we want to live comfortably, cheerfully, easily, without fuss. We don't want to be slaves to our possessions, like some of our grandparents who were still under the influence of European attitudes and manners. We want our houses and their furnishings to serve us, to pamper us, to leave us free. It is not American to "put on side," so our manners have become less formal and less ostentatious. Consequently, our styles have limbered up, become less formal and less self-conscious, and freer to do what needs to be done, regardless of the rules.

All styles are social manifestations. So when we develop a style of our own, rather than copy others, it is a sure sign of greater social maturity.

The best guide to recognizing our new American Style is this: *See how it works.* Unless it offers some gain or improvement in performance over that of previous things, it rules itself out, even though it may look new, and look American. Only if it works better is it eligible.

We give you, on page 158, a set of criteria for recognizing this Style which is already everywhere around us. But, before you can use these criteria, you will need to understand how our Way of Life has produced a Style. When you see that this American Style is really an American *point of view*, then and only then are you ready to apply the standards by which you recognize it.

What makes us Americans?



To understand the new American style
you have to remember what makes
us characteristically American.
We share common traits that are
keys to what we like and accept

No one needs to be told that America is a melting pot, or that we believe in freedom. But see how these things have affected the shapes of our houses and furniture. We have adopted design traditions from all over the world but modified and blended them to suit our own needs, and no one has been able to force us into the strait jacket of any style dogma. Our idea of democracy is to level up, not down, and so we have leveled up living standards and made humble things elegant.

We have "Yankee ingenuity." But more important is what we have done with it. We have used it to provide comfort, for we love comfort. We have used it to make housework easier because we have a high regard for women. Most of us feel a moral obligation to work, so we have the worker's respect for devices that save work, save time, or do several jobs at once. But they have to be more than *just* ingenious since Americans judge everything by the yardstick of common sense.

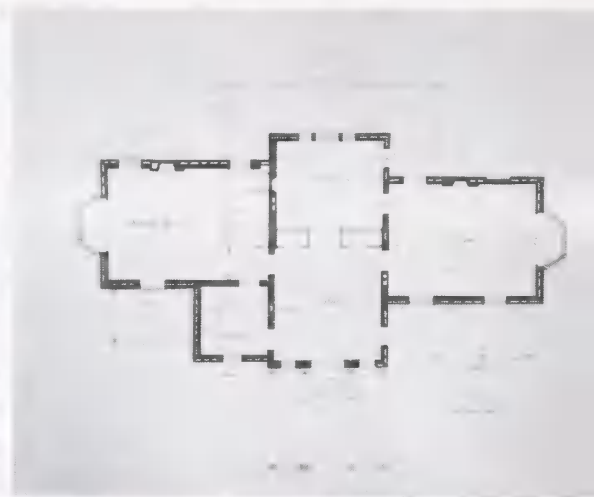
Underlying these traits is a talent for simplification.

On the next three pages you will see how our character has molded our designs from the early days to the present.

For sources of the designs shown on
the next three pages see page 176

In 1860 when houses looked like this . . . we took liberties with the plan.

*We believe in
freedom
from set rules
or style dogmas*



A crude, slat-back chair is made a thing of elegance.

*Our idea of
democracy is
to level upward*



From early days of Santa Fe



Robsjohn-Gibbings—1950

A compact desk-chest-cupboard is still liked as a way to save space.

*We like to pack
several functions
into one product*



Shaker combination



Widdicomb Furniture Co.—1940

We gave chairs a table arm and now we top it with a portable tray.

*We have
a passion
for convenience*



Thomas Jefferson's swivel chair



Outdoor chair—1950. See page 160.

We borrowed decoration from the Germans... architecture from the Greeks...

*We borrow ideas
from the whole world,
but alter them to be
typically American*



Pennsylvania German chest

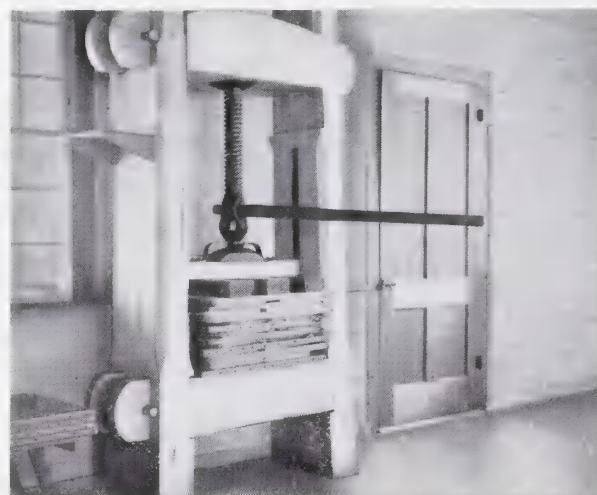


Greek Revival house

With time savers for the laundry...

with organized storage...

*We have
always tried
to make housework
easier*



Shaker laundry press



Shaker built-in storage

Compare this with imports from London.

The Shakers simplified every line.

*We have
a talent
for simplification*



American "Queen Anne", 1725-1750



Early Nineteenth Century

Such as a rocker that also swivels...

or a chair with a form-fitting back...

*We have
high standards of
physical comfort*



chair from the English . . .



American Windsor chair

a style from the Spanish missions . . .



"Mission" furniture

and we still borrow from China.



"For East" furniture—1949

compact sectional furniture . . .



Globe-Wernicke—circa 1890

with modern engineered storage . . .



Dunbar chests—1949

removable cushions and covers.



Davidson Ltd.—1950

gewgaws on early clocks.



New Haven clock—circa 1850

We even simplified mechanical devices.



Shaker revolving stool

We still make them simple today.



Dunbar revolving stool—1949

armchair with adjustable back . . .



a rocker for the farmhouse kitchen . . .



adjustability plus foam rubber.



The American Ideal of LEVELING UP



**Our idea of democracy
is to make better things
available to more people**

by Mary Roche

In America, when we say democracy makes all men equal, we mean it levels up from the bottom—not down from the top. You say the best the country has to offer is none too good for you, and no one but your pocketbook would deny it. We all maintain our right to keep up with the Joneses. But you would never dream of asking Mrs. Jones to keep down with *you*. At the same time we have raised many symbols of plebeian living—the rocking chair and the hamburger, dungarees and the sofa bed—to the same degree of quality and elegance as caviar and ermine. That's what Americans mean by leveling up.

A striking illustration of this peculiarly American brand of democracy, we think, is this new series of rooms designed by T. H. Robsjohn-Gibbings for the Widdicomb Furniture Company and photographed in Grand Rapids at the last wholesale market.

Look at these rooms as a whole—at furniture, backgrounds, and accessories—and you can see what John Wellborn Root meant when he said some 60 years ago, "In America, we are free of artistic traditions." One of the great architects of the Chicago school of the last century whose pioneering work begot our emerging American style, he was conscious even then that something was happening.

"A new spirit of beauty is being developed and perfected," he said, "and even now its first achievements are beginning to delight us. This is not the old thing made over: it is new. It springs out of the past, but it is not tied to it. It studies the traditions but is not enslaved by them."

The furniture in these rooms is the result of three years of close collaboration between designer and manufacturer to bring well-made pieces of contemporary design within the reach of moderate incomes. Many have admired Mr. Gibbings' two previous collections. Few were able to afford his furniture, priced as it was at "custom-made" (*Continued on page 133*)

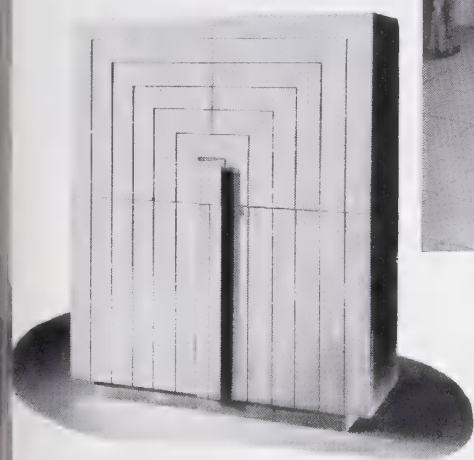








All photographs on these
six pages by Robert Damora



The American Ideal of LEVELING UP

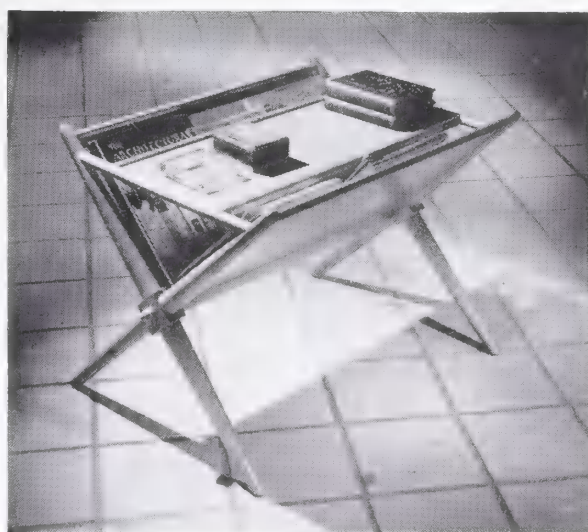
(continued)

levels. Now many can afford it, as you will see by examining prices on pages 199-200. It is not "low cost." It is not intended to be. It does not represent a sacrifice of basic quality, but rather a sacrifice of *expensiveness*. It does without the rare material that is expensive to buy, and the small details that are expensive to execute but do not necessarily improve the performance of the finished product. It is by this elimination of the nonessentials that American industry has succeeded in leveling upward the American standard of living.

Study this furniture closely and you will see that it also reflects the American habit of elevating humble things to a new elegance. The wood is native American walnut, as indigenous to our scene as corn or Coca-Cola. But it has been finished to a cool, pale shade of faun brown called "Sorrel" which is as luxurious to look at as the rarest of exotic veneers.

Even though you never saw them before, the designs will look familiar because they have grown out of the common *types* of furniture which Americans have been making and using in one form or another for the past two hundred years. There is the sawbuck table, the slat-back chair, the spindle bed, the rocking chair. But in Mr. Gibbings' hands they have been raised to a polished elegance which can never be found in watered-down versions of "palace" furniture. Notice how the rounded leg used on most of the pieces tapers gently from the base upward toward the top, while on the magazine rack and the tables with crossed legs, each member tapers from the center toward the ends.

If you have come to think of "functional" as a word that describes the trickiness of a Rube (*Continued on page 199*)



FOR PRICES OF THIS FURNITURE, SEE PAGES 199, 200, 201, 238

FOR A LIST OF STORES WHERE IT MAY NOW BE SEEN, SEE PAGE 200



The New American Architecture started 70 years ago

A turning point in residential design occurred in America about 1880. We then began to build houses that really matched our democratic principles

When the Stoughtons built their new home in Cambridge, Massachusetts, in 1883, they could scarcely have realized that they were setting a new pattern for middle-class American houses. Yet today it is clear that this is precisely what they did. For the new home which architect Henry H. Richardson had designed for them (left, below) was a sort of architectural Declaration of Independence. It was a revolt against the gaudy claptrap of General Grant's second administration, against an insecure dependence upon Europe, against a blind and uncritical worship of the past. Today, this modest, brown-shingled house seems very familiar to us—familiar and anything but revolutionary. So, too, in its glass case in Washington, does the Declaration of Independence. Yet the very fact that it is familiar shows how widespread has been its influence.

If today you are free to build the kind of house you want, shaped to fit your needs and not some arbitrary standard of what is "styl-

PHOTO BY BERENICE ABBOTT



Declaration of Independence from the tyranny of Victorian stained glass and gingerbread, this 70 year old structure is one of the ancestors of our modern house. Its informal plan, big windows and plain surfaces were soon popular, widely copied. Cambridge, Mass. H. H. Richardson, architect. Built about 1883.

Lineal descendant of Richardson's house is this modest brown-shingle big window. See how freely the new style allowed windows where function—not fashion—required. It might be anywhere in the USA; actually it's in Carmel, Calif. Designer unknown. C. 1915.



by James Marston Fitch

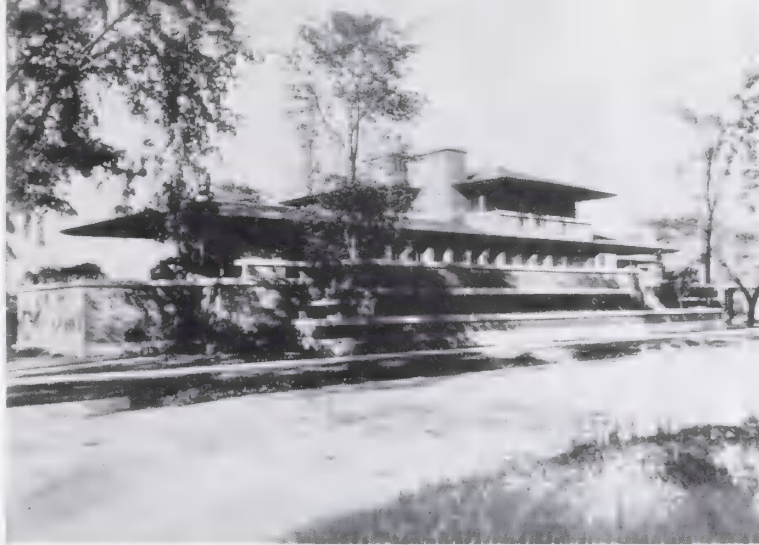


PHOTO COURTESY MUSEUM OF MODERN ART

The "Prairie Houses" of Wright bore little resemblance to Richardson. Yet their freedom in solving a new set of social and climatic problems was in same tradition. Wide imitation was a good measure of their success. Chicago, Ill. Frank Lloyd Wright, architect. Built: 1908.

ish," then you owe this shingled house quite a debt. For it was one of the first post-Victorian homes to restate boldly the old American proposition that a dwelling should be designed to be lived *in* rather than looked *at*. It was one of the first of those houses which were to establish the fact that modern life must be served, no matter what the old rules said. New theories of health, diet and hygiene set new standards. These houses provided the answers: sleeping porches and baths, airy bedrooms, sunny labor-saving kitchens.

A lot has happened to American houses since Richardson built this one—and not all of it has been happy, by any means. Time after time the standards of modesty, hospitality, and good sense set by the Stoughton house have been submerged by new fads and crazes. Merely to list them makes the head swim: Plaster Classic of the Chicago World's Fair in 1893; Art Nouveau; Mission Oak; Spanish Colonial and Dutch Colonial; Norman and Tudor. Here and there, even, were spots of Egyptian and Mayan. Some of these styles did no lasting damage. Others—like Cape Cod and Williams-

(Continued on next page)

PHOTO BY ROGER STURTEVANT



A plain gable end is the most familiar of all our house forms. Always a sensible design, it still holds its own in today's houses. And when handled with the grace and skill shown here, its popularity is understandable. Atherton, Calif. Wm. W. Wurster, of Wurster, Bernardi & Emmons, architect. Built: 1941.



Airy, elegant simplicity of the Japanese house appealed to modern Americans. Its exposed framing and natural textures are echoed in this small West Coast house—and in many others across the land. Los Angeles, Calif. Harwell H. Harris, architect. Built: 1937.



A new view of nature was visible with the huge sheets of polished plate glass which the Twentieth Century made relatively cheap and plentiful. Sliding glass walls and glass roof in this house brought the outdoors in the year around. Monte Vista, California. Clarence Mayhew, architect. Built: 1937.



CONTINUED FROM PRECEDING PAGE

burg—were widely and carelessly copied, with no regard to regional variations in climate or custom, and thus became absurd.

Yet underneath all this froth and fury, the seed planted by Richardson survived and flourished. In Chicago, Louis Sullivan, even though he did few residences himself, prepared the ground for Frank Lloyd Wright. Wright, in his turn, produced the fine group he called the Prairie Houses (top, page 135). Out in Pasadena, in the first years of the century, the Greene Brothers were building their remarkable, wholly American houses (pages 138-139). And all over the country thousands of anonymous carpenters and builders were putting up the "California Bungalow."

However much the least good of these differed from the best, they had one quality in common: they tried to house the American family in terms of its own time and place. Naturally, this did not mean that all influences from across the seas were "bad." Nor that men like Wright and the Greenes were not affected by the cultural impulses from abroad which washed around them. As a matter of fact, their houses were profoundly influenced by our then-recent rediscovery of Oriental art and architecture. In much the same fashion, the next generation was influenced by the work of the great European modernists—Le Corbusier, Gropius, van der Rohe, Aalto. These were influences which could and did

Sunflooded interiors, possible from the moment that glass was cheap and heating systems efficient, dictated designs which historical tradition could not meet. Houses like this owed much to both Sullivan and Wright and the European modernists, whose use of modern glass walls during the Nineteen Thirties made a big impact here. Sausalito, Calif., Gardner Dailey, architect. Built: 1939.



The New



American Architecture

(continued)

enrich our architecture. With them, as always, we went through the same process of selection, adaptation and modification to the special conditions of American life until today they are an integral part of our experience, almost as familiar as Richardson's brown shingles.

Our modern architecture is thus seventy years old—or young, depending upon how you look at it. It is the synthesis of many forces, many men. Every part of our country has contributed to it. But different regions have, at different times, been the center of creative activity, and have given it a special form. Richardson lived in Boston. With Sullivan and Wright, the center of gravity shifted to Chicago. But Chicago lost its leadership with the World's Fair of '93, whose stucco grandeur and bold landscaping swept the American people off their feet. Only the West Coast was isolated from this new craze for the Classic—isolated by geography and because the West was pioneer country and had too many other problems to concern itself with Parthenons and Greek temples.

So the creative architectural center shifted to the West. Here, in the fertile environment of a booming, free, cosmopolitan society, the American house continued to evolve—to evolve as an instrument to produce good living and self-expression, free of snobbish implications about social status, and free of rules.

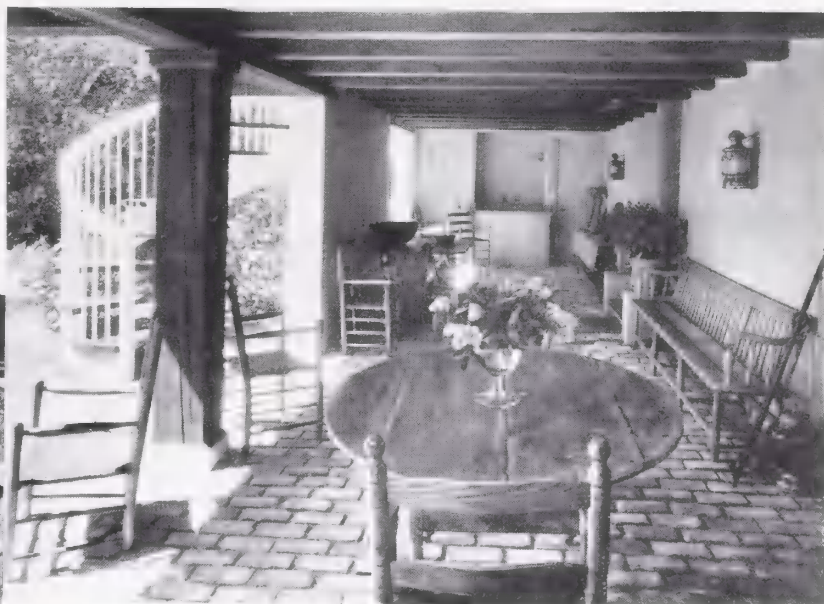
(Continued on page 253)

Brick-floored porch and spiral stair are as old as the first Spanish settlers. But here they are incorporated into the new style with ease. Moral: modern is as modern does. Santa Cruz, Calif. Wm. W. Wurster, of Wurster, Bernardi & Emmons, architect. Built: 1931.



PHOTO BY MAYNARD PARKER

Still a bungalow, this house nevertheless shows many changes from its shingled ancestor on page 134. Materials are much the same but the form is much more adroitly fitted to the landscape, the indoor-outdoor relationship more intimate. San Rafael, Calif. Gardner Dailey, architect. Built: 1941.



5 PHOTOS BY REGULAR STEINBECK

The white-washed breezeway has been a traditional climate device from Georgia to Texas for centuries. Employed here again, not because it was old but because it was useful, it demonstrates one virtue of the emerging American style: its ability to absorb old concepts, integrate them into a new entity. Santa Cruz, Calif. Wm. W. Wurster, architect. Built: 1928.





1909—Everything in this picture was designed and built by the architects—buffet, chairs, lighting fixtures. Note how details of buffet anticipate today's furniture—flush surfaces, wooden handles. Dining room, Gamble House, Pasadena, Calif.

1909—Big glass areas and exposed structure were typical of their houses in a day when windows were usually small and scattered, and structure elaborately concealed. Note how iron straps, wood keys become ornament for truss. Living room, Gamble House.

PHOTOGRAPHS BY MAYNARD PARKER



*America has always been
a great place for the*



Prophet without Honor

About 50 years ago the new American Style was emerging in houses designed by Charles and Henry Greene, architects of Pasadena, Cal. They started many things which have since been done everywhere by today's modern practitioners

by Jean Murray Bangs

No one can deny that we now have something which may be rightly called "the new American house." All over the country, from Maine to California, we see houses with a new look. But, unlike the previous short-lived and abortive styles, which have been styled abroad to be foisted on the American public by a well-planned campaign, these houses spring out of our own life and thought. They are indigenous to the country. Their look is beginning to be *our* look—the American look.

Not only are these houses, that are emerging all over the country, new in form, in intention, and in the life for which they provide, but their furniture and equipment is just as different from that to which we have been accustomed as are the houses themselves. Together they amount to a cultural declaration of independence, coming about 175 years after the political one. It is amazing that for so long, after political and later economic freedom was achieved, our country still remained socially the colony of Europe.

And strange as it may seem, the prevalence of European architectural styles in America played an important part in maintaining this condition. It assured a market for other European arts and made for the supremacy of European design in everything used in and about the house.

The new American house has not only freed architecture from the burden of having to use borrowed forms, but it has also liberated the minor arts as well. Furniture, fabrics, ornamental objects, and tableware are no longer forced to follow



1903—Does this remind you of the “ranch house”? An early Greene and Greene house and first to use the patio, this one achieved great dignity with simplest of local materials—redwood shakes on roof, board-and-batten walls. Bandini House, Pasadena, Calif.



1907—Forty-three years ago we were beginning to smooth out the relation between indoors and outdoors. In the Pratt house, shown left and above, the Greenes made indoor floors flow right out through doorways onto wide living terraces, with only an imperceptible change in level. Now everybody is striving to achieve same effect.

European models to be appropriate to their use and setting.

In fact, just the opposite is true. The European designer no longer has the edge. The American artist now has an equal chance to work out his ideas, in the assurance that there will be a market for his work. This is a form of opportunity quite as important as that offered by the presence of free land in the last century, and one which is being eagerly grasped by young people today.

These new houses have many roots. Many influences have converged to make them what they are. For, although the impact they make upon the senses is that of something entirely new, actually they are the result of a long period of development. Many of their formative influences are still unrecognized. For instance, Greene and Greene houses (imitations of which swept the country a generation ago under the name of “California Bungalow”) seem at first sight to have little in common with the new houses. But actually just the reverse is true. In many important ways Greene and Greene houses anticipated the new, or paved the way for what was to come. Many of the features of the new houses—climate control, storage walls, flush panel ceiling lights, modern fenestration, built-in and sectional furniture, and well-designed kitchen cupboard space—were to be found in Greene and Greene houses nearly half a century ago.

The large glass areas in the new houses were anticipated by Greene and Greene, who used glass walls in the early 1900's. The dining room in the Blacker house in 1907 has windows

on three sides of the room, and is divided by a sectional glass wall which can be folded back out of the way. The Crocker house in 1909, designed by Henry M. Greene, has a long gallery on the south, one wall of which is entirely of glass. In the Cordelia Culbertson house in 1911, the glass wall of the garden room can be made to disappear above the ceiling, by the simple expedient of a hollow parapet wall and counter balances. All that it lacks to put it in the forefront of building innovation is electrical operation.

Provision for outdoor living was also pioneered by Greene and Greene. They popularized the patio house, taking the idea from the Spanish houses they found in California and developing the plan until the type became suitable for American needs. But with or without patios, even the smallest Greene and Greene house had some provision for outdoor life, some veranda or terrace which softened the outlines of the house, provided a place for vines and made it easy and inviting to step out of doors. Nearly always an unroofed terrace was supplemented by a roofed space. This was part of the architects' concern for convenience, as anyone who has had to cope with the problems of caring for outdoor furniture knows only too well.

Conscious adaptation to climate and site clearly shows in the work of Greene and Greene. The heat and glare of Southern California sunshine caused them to use white roofs which lower interior temperature several degrees. They used wide eaves designed to cut out the sun (Continued on page 178)

American taste has an unmistakable flavor

by Frances Heard

How can you define the essence of our taste? If someone asked you what kind of things the French liked, you might say they had a taste for decorative ornament, for fragility, delicacy, applied carvings and brasses, light and graceful detail. If someone asked you about German taste, you might say it was for plainer things that are inclined to look big and solid. Italian taste leans toward luxurious baroque curves.

But what do Americans like? The simplest answer would be: Our taste is a hybrid. We like everything; we borrow from everywhere. But we do something to it—after we get it home.

This is not surprising if you consider that no nation's art is *entirely* original, or its taste *entirely* different from its neighbor's. Inevitably you can trace them back to a mixture of transplanted roots which have blossomed differently in a new climate and a new soil. As Samuel Barlow wrote recently in the *Atlantic Monthly*: "Nationalism in art is most often the new minting of foreign gold. The lending and borrowing of ideas is an incessant shuttle, for ideas travel without passport and blithely leap customs barriers."

Since America is, racially, a melting pot, and almost every community and every family is a mixture of nationality strains, how can our taste help but be a mixture, too?

Look inside our houses and you will see the result. We have porcelains from China and marbles from Italy, tin ware from Mexico, and primitive masks from Africa. We combine cottons from Latin-America with silks from Siam. Details of our oldest furniture that is truly indigenous can be traced to England or Spain or Holland. (Continued on page 143)



See how one man's home
depicts our taste

The home of designer Paul Frankl is a pertinent example of the way we borrow things from all over the world and blend them into a characteristically American whole. In a remodeled California-Spanish house, Mr. Frankl has used furniture of his own design and spiced the rooms with accessories that reflect his catholicity of taste. In the bookcase is a notable collection of Mexican Tarascan pottery and idols, a Chinese bowl and a Spanish Colonial "Santos." How American a mixture! And how American the spirit of the sum total! The furniture, itself, and its arrangements are primarily for use and convenience. The card table top is waxed, bleached cork that is easy to clean and won't show scratches. Card table grouping from the Johnson Furniture Company, designed by Mr. Frankl.





*American taste
has an
unmistakable
flavor*

(continued)

We have been accused of not being a creative people, of borrowing a little of this and that from other cultures and other periods, rather than creating fresh things for ourselves. This has been true. Up to recently, all but a small minority of our architects and designers have done just that—tacking all their borrowed ideas together like a patchwork quilt. As a young nation, we were lacking in self-confidence and thought foreign things were better than our own. But this is less true every year. For we are growing up.

A true American taste is now emerging that is not prompted by an urge to imitate. As Ralph Barton Perry has pointed out, we select and reject, and the things we select we modify. We may borrow a line or a motif or even a whole design, but we discard the rest. We adapt our borrowings to our own purposes. We simplify them. We make them more comfortable, more convenient, and easier to care for. Some things we make more informal, others more elegant. We judge their performance, not by intellectual theories, but according to common sense.

The emerging American taste is for simplified things that work.

←
*A characteristic blend of
arts from everywhere*

Paul Frankl turned his Spanish house into a modern American home by enlarging windows to let in the light and glorious view, and by brightening the interiors with large areas of white, quietly accented with color.

In the dining room, as in the living room, he has used accessories from all over the world—Mexican tin candelabra, Chinese pottery fish, Spanish Colonial architectural ornament—and combined them with modern American furniture. Chairs and dining table with bleached cork top and supports of wormy chestnut, from Johnson Furniture Co.

Things from everywhere furnished this living room: a handsome screen from Japan, lamp bases made from Greek capitals, ash trays and nut bowl of primitive wood. Chinese motifs appear on the armchairs designed by Mr. Frankl for S. J. Campbell.



ALL PHOTOGRAPHS BY MAYNARD L. PARKER



You don't need to take our word for all this!

The best social observers and thinkers of our times have been saying that the American Character was crystallizing and maturing on many fronts—political, social, artistic. Until a new nation stops being timid, apologetic, and imitative, it cannot (and does not) develop its own art forms. Ours are beginning to emerge. These contemporary philosophers tell you why

"As any society ages and crystallizes, its art forms also crystallize and become less vague and amorphous. American culture is reaching maturity, and a distinctive American art is beginning to emerge—bearing the stamp of our unique values. The trend is most noticeable in the field of design. It should have reached full acceleration within another generation."

—DR. RALPH LINTON,
Sterling Professor of Anthropology, Yale University.

"From the start they (Americans) had been a race of tinkers and gadgeteers, finding in homemade appliances a means of saving time for doing more work."

—ARTHUR M. SCHLESINGER, *Paths to the Present.*

"It is because Americans are English, Scotch, Irish, German, French, Spanish, Jewish, Italian, East-European, Asiatic, and African that their common Americanism is something else again . . . The melting pot has not merely melted; it has cooked a broth with an unmistakable flavor of its own."

—RALPH BARTON PERRY, *Characteristically American*.

"The European conception of a graded society, with each class everlastingly performing its allotted function, vanished quickly amidst primitive surroundings that invited the humblest to move upward as well as outward. Instead of everybody being nobody, they found that anybody might become somebody."

—ARTHUR M. SCHLESINGER, *Paths to the Present*.

"It seems to me that the mid-eighties and the nineties constituted something of a watershed in American history and thought and that the period since that time has a certain unity."

—HENRY STEELE COMMAGER, *The American Mind*.

"In the realm of ideas America has been peculiarly receptive . . . The door has been open wide to cultural influences from all quarters . . . At the same time there has emerged from all this variety of impacts a characteristic American response — a selective response, which tries all things but assimilates or rejects."

—RALPH BARTON PERRY, *Characteristically American*.

"Between 1880 and 1895 the task and method of modern architecture were clarified through the example of a group of American architects whose consistent and united efforts in this line antedated, by at least a decade, the earliest similar innovations in Europe."

—LEWIS MUMFORD, *The Brown Decades*.

"Artists, too, (in the Twentieth Century) turned away from the Beaux Arts tradition to rediscover an American one. That art should have its roots in native soil and should reflect the homely concerns of the common people had been a concept familiar enough in the past. . . . from the days of Copley and Peale . . . there had been a vigorous native art . . . It remained for the decades of the thirties and forties to rediscover (it) . . ."

—HENRY STEELE COMMAGER, *The American Mind*.

"It is no part of the American idea of equality that men should be leveled down, but rather that they should be leveled up."

—RALPH BARTON PERRY,
Characteristically American.





A \$29,500 house that symbolizes America's Emerging Pattern of Living

You may not like *all* of the house on the next six pages, but you should like *some* of it. For its traits reflect certain conclusions about good living which more and more Americans are gradually incorporating, each year, into their homes. Check to see which of these characteristics you *now* want. Then watch yourself and see how many of the others grow on you during the next few years. This is inescapable. How you want to live affects, finally, how your house looks. A list of eleven of these emerging characteristics are on the next page.

ALL PHOTOGRAPHS BY MAYNARD PARKER



2 The construction materials are common, readily available ones, and the essence of the American building idiom: boards and batten, shingles, bricks. All weather well, don't cost too much, are native in appearance, produce interesting textures and shadow lines. Americans like and use these materials well.

1 The emerging American Style is well symbolized by this house. Its lines, materials, purposes, and social attitudes are to be found, in varying degree, in the new creative work all over the country. It is free, easy, relaxed, casual, convenient. Nothing is done to be impressive or awesome. It's *very* American. And how like the 1907 house on page 139!

America's Emerging Pattern of Living

(continued)

Our attitude toward how we want to live affects the architecture and decorating of our houses. These are the trends that are happening:

- the merging of indoors and outdoors, optically, via glass. Thanks to insulating glass, this is now feasible in any climate. (See pictures 1, 3, 10, 11, 12.)

- the dominance of the family's fun and recreation in both house planning and land use. This house is on a lagoon for boating, swimming. (See pictures 2, 3, 7, 9, 10.)

- the insistence on privacy, indoors and out, even on a small lot. (See pictures 1, 4, 7, 9, 12, 13.)

- the realistic solving of the service problems of homeownership, which have been ignored heretofore. (See pictures 7 and 8.)

- the use of durable materials in construction and decorating which do not need pampering—either in use or maintenance. (See pictures 1, 2, 5, 10, 11, 12.)

- the achievement of a relaxed, friendly atmosphere through an uninhibited mixing of old things and new ideas. Americans don't like to slavishly follow a dogma. (See pictures 11, 12, 13.)

- the absence of ostentatious show-offism, either on the street front or anywhere else. (See pictures 9, 10, 11.)

- the designing of the house and land as one integrated thing, instead of as two things which have no relation to each other, thereby producing an interlocking usefulness not otherwise possible. Formerly, the house design was made first—garden later. (See pictures 1, 3, 6, 7, 10, 12.)

- an adroitness in room-planning, so all rooms have good exposures and none have undesirable exposures. (See floor plan, picture 7.)

- the use of optical illusion to give spaciousness to small houses and small lots. Rising building costs necessitate smaller rooms. But Americans do not like to feel cramped. So a whole new type of designing is coming into architecture and landscape design. (See pictures 1, 3, 4, 12.)



3

This house has a lagoon for boating and swimming at the back end of the lot. You can tie up your sailboat not far from your living room, right in front of your sandy bathing beach. This new kind of real estate development typifies our American wish to bring those things we like right into the home.



4

As houses and lots get smaller, we are using the laws of optical illusion to fool the eye and create the illusion of spaciousness. Curved lines of paving and grass make this yard seem bigger than it is.

George Rockrise, architect

Thomas Church, landscape and site planning

Belvedere Land Co., builder and land developer

Jackson furnishings, wallpapers, and fabrics

This house may be seen by appointment through the Belvedere Land Co., Belvedere, Marin County, Calif.

5

One way to make a living room seem bigger is not to have a separate dining room, adding the dining space to the living space. Here it is accomplished without clichés. Furniture, seen at right, performs dining-room functions, but doesn't wear a label to that effect when not so used. Don't miss such purely American décor as the botany-print chintz, the American primitive painting, the sailor's sextant.



ALL PHOTOGRAPHS BY MAYNARD PARKER

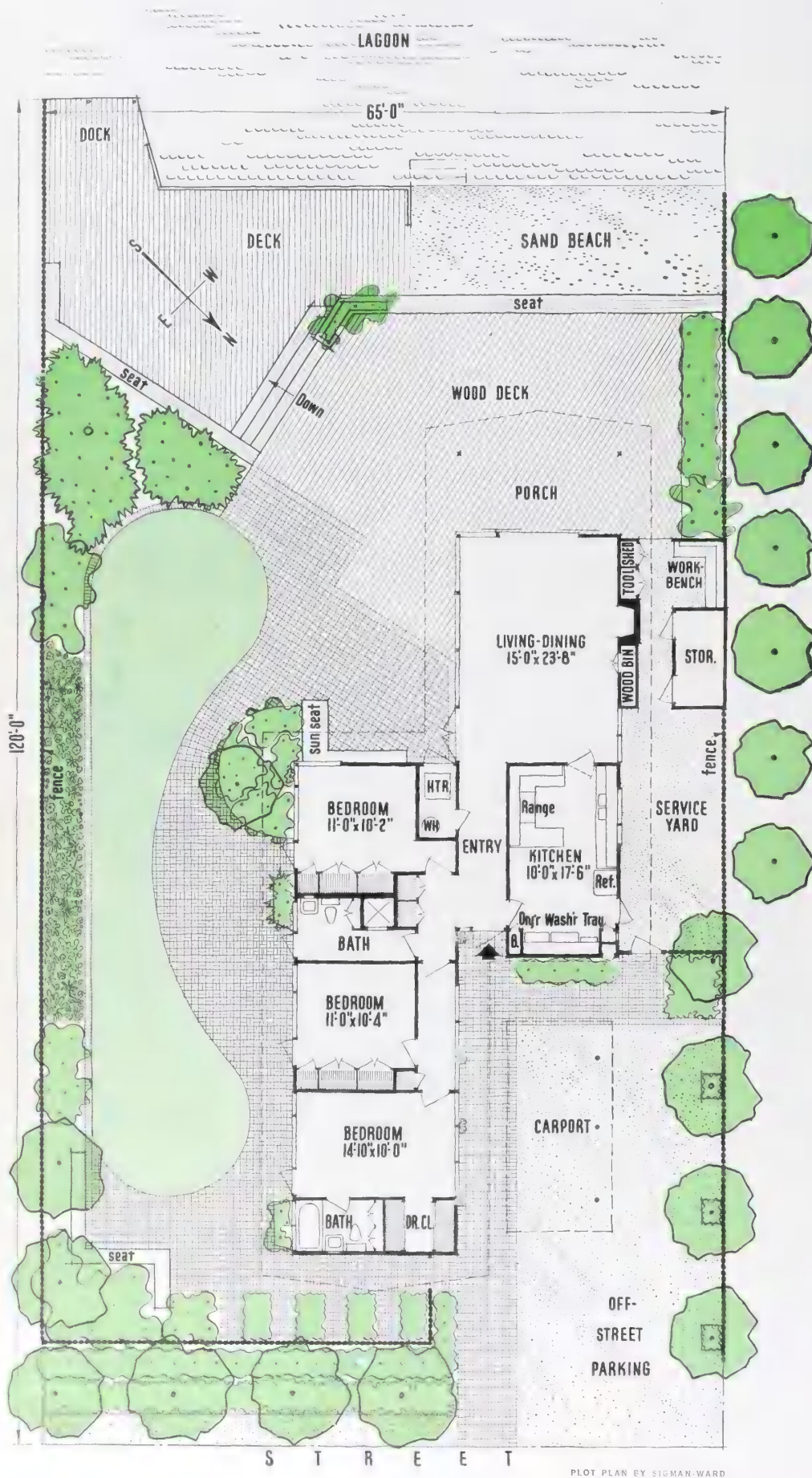


6

There's a growing belief that every member of the family deserves an equal break. Few houses, big or little, succeed in giving all rooms good exposure. Most bedrooms, unfortunately, look into other houses or alleys. Here all three bedrooms face south—the desirable exposure in this area. All look upon a private walled garden, too.

MORE INFORMATION ABOUT THIS HOUSE ON PAGE 259

America's Emerging Pattern of Living (continued)



7

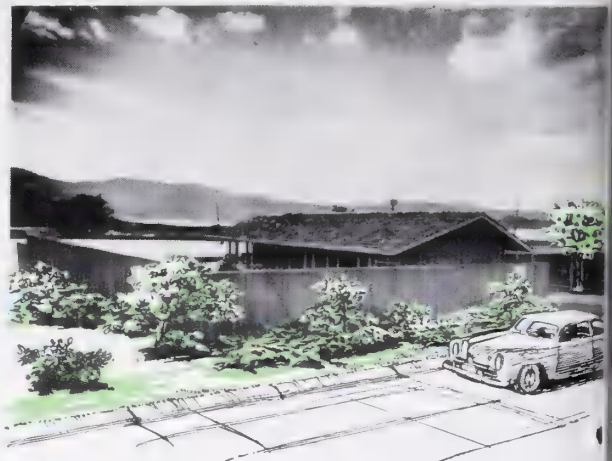
All the fun and facilities of an estate are packed into this suburban home. A complete and varied life is possible on this 65' x 120' piece of land. For the whole lot is used for fun and living—with a lagoon at one end and the street at the other. Completely enclosed by fencing on the street side and the side-lines, it is a lovely, little kingdom. Price includes house, land, and full landscaping as shown here, including dock, sand beach, terraces, service area, fences, etc.



DRAWINGS BY VINCENT FURNO

8

The service yard is the chief reason why so much can go on within such a small property. All the mundane functions of clothes drying, wood storage, garden-tool storage, potting bench, etc., are provided for—but out of sight. It's more convenient, and more sightly.



9

This is how the house looks from the street. A generous planting strip between the fence and curb permits the owner to present a pleasant face to the street and to the neighbors. The lagoon shows, here, over top of six-foot fence. Shrubs make a fenced home look inviting.



10

Indoors and outdoors merge together and create illusion of a big house on a big piece of land, yet lot is only 65' x 120' and house contains only 1,513 sq. ft. of enclosed area. Optically, fences are walls of house.

11

Close relation of house to lagoon, terrace, and boat dock—thanks to glass—makes living room seem big as all outdoors. Note relaxed casual mixing of several styles in furnishings, and fine bits of old Americana.





12

This living room reflects how Americans want to live: easily, unostentatiously, privately, comfortably. They don't want to coddle their possessions—prefer it the other way around. Glass walls make room as big as 65' lot

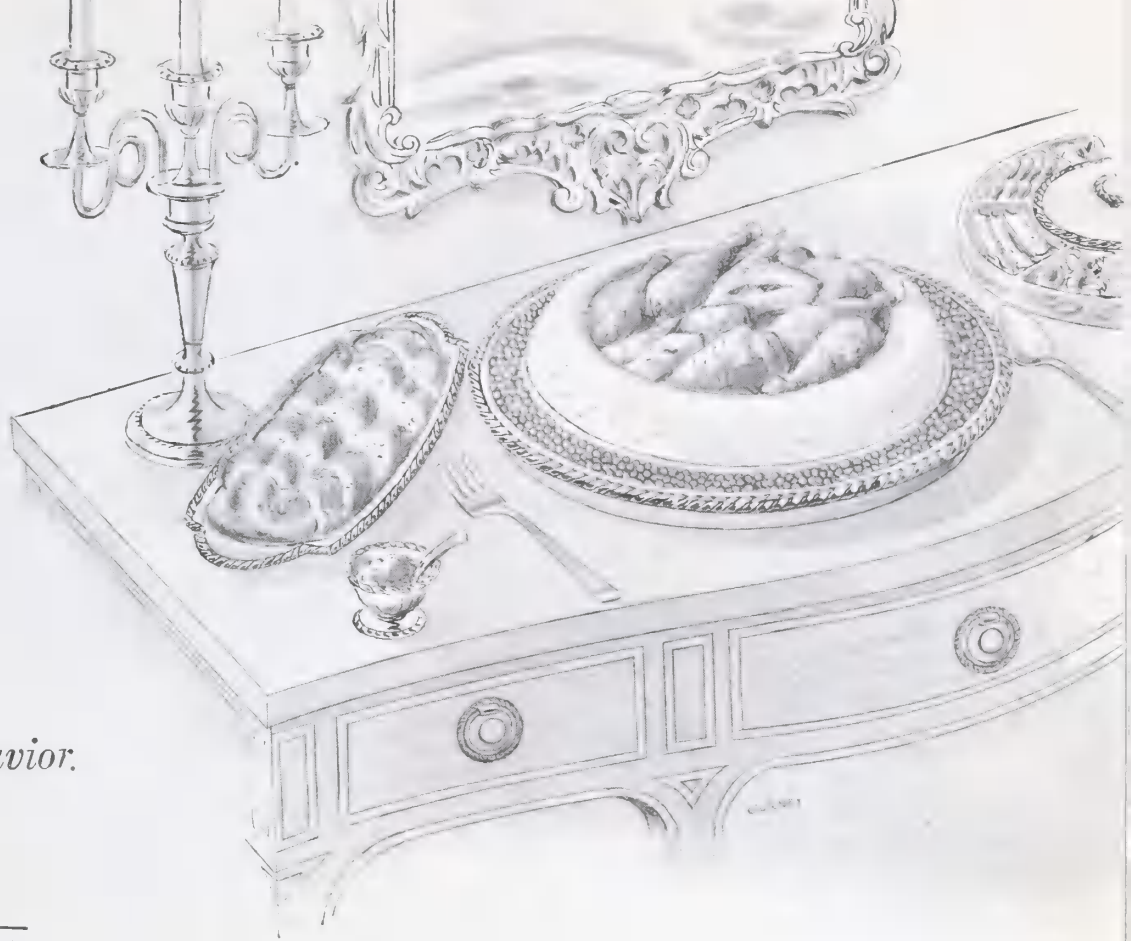


13

Mighty inviting for a 10' x 11' bedroom! Smallness of room is cancelled out by big window and fence 25' away, which seems like a fourth wall. Americans dislike dogma, so result is a comfortable mixing of many periods, and the featuring of Americana folk art as decorative accessories.

America's Emerging
Pattern of Living (continued)





*The emerging American Style
is the product of changes
in our manners and social behavior.
Here is a social form
you may not have heard about—*

The Semi-Bufferet

by Adelin Linton

Elegance goes hand in glove with common sense on the semi-buffet dinner table opposite. Castleton's fine "Ravenna" china and American handmade Tiffin "Killarney" glass by U. S. Glass Co. on a sheer organdy cloth by Dorothy C. Thorpe. (Her gossamer butterflies are movable, can perch anywhere.) Bowl, Americraft. "Continental" sterling, International Silver Co.

COLOR PHOTOGRAPH BY WILLIAM HOWLAND

The experts say that a social and economic change—like the vanishing servant, for instance—can reshape the manners of a nation. You will see immediately what they mean if you consider how you entertain and are entertained by your friends these days.

You entertain at buffet suppers, informally, expecting your guests to help themselves. This has become standard American social procedure, because it is the most rational solution yet evolved to the universal problem of how to be hospitable though servantless. And it is certainly thanks to the easy informality of the buffet supper that the lovely tradition of American hospitality continues with warm-hearted gusto, despite the high cost and rarity of domestic help.

But, granted that the lap supper is the best way to entertain a large group, I sometimes feel that in abandoning formality we have swung past the point where informality makes the most sense. Why, for instance, make your guests juggle plates in their laps if your party is small enough so that all can be seated comfortably at your dining table? The fact that there is no maid in organdy cap to serve them seems hardly an adequate excuse. Nor do I see any reason why guests, whether they number four or forty, must invariably be put on a mushy, monotonous diet of dishes that are easy to eat with a fork. Useful as it is, when you're feeding a milling mob, the lap supper menu is fairly limited, and one becomes a bit weary of the casseroles and chicken patties which (Continued on page 230)

Semi-Bufferet Supper

Fried Chicken in Curried Rice Ring
Green Peas
Buttered Hot Poppyseed Bread
Frozen Fruit Salad Cheese Wafers
Demitasse Petits Fours
Chocolate Mint Patties
Liqueurs



We have gone from this



to this

The American Style in Gardens

by Dr. Joseph E. Howland

House Beautiful's Garden Editor

What makes a garden American—certainly not its plants. Four changes, in fields far removed from horticulture, have had a profound effect on our gardens and our use of our land. When the medical field discovered how beneficial sun and fresh air were to health, and a barrier to disease, we began to use more glass in our houses, and to let the sun in to kill the “microbes.” To get more fresh air into our lungs, we began to live outdoors via sports and “outdoor living.” Parallel with these social developments, glass began to improve technically. About 18 years ago we achieved an insulative glass, which suddenly removed the chief drawback to big windows in cold climates. So we began to “bring in the outdoors” in a big way.

These three changes have been strongly aided and abetted by a fourth. The shrinking dollar since World War I has caused houses to shrink in size. To compensate for such small rooms, architects began to use the outdoor-indoor relationship as a device to fool the eye into thinking our rooms are bigger (*Continued on page 269*)



PHOTOGRAPH BY GOTTSCHO-SCHLEISNFR



EDWARD STONE, ARCHITECT. FARR NURSERY COMPANY, LANDSCAPE ARCHITECT.

Yesterday we copied an arbitrary European design conceived strictly for show. Today we consider the house the core, and design the garden as extra living space that makes the house seem more spacious. The garden offers privacy, sunshine, and shade, and the beauty of texture contrasts in plants, paving, and walls. It is close-up beauty, to be seen, touched, smelled, but so exciting to the eyes that it satisfies you emotionally even in winter when you can only look out at the garden.

How does your garden check on this yardstick?

Yesterday our gardens . . .

Failed to provide extra living space for family from early spring to late fall.

Failed to encourage relaxing: you could see the garden only if you toured through it as you would an art gallery.

Failed to give privacy to house or yard.

Failed to improve the climate for the house and garden.

Failed to remain attractive through all 12 months without an off-season.

Failed to survive summer heat or winter cold unless in the care of a professional gardener.

Failed to provide space for laundry drying, storage of garden equipment and furniture, outdoor toys, and fireplace wood.

Failed to supply screened, off-street parking for automobiles of owners and guests.

Failed to include the needs of children for safe, comfortable play space with sun and shade.

Today our gardens provide all this plus . . .

Garden beauty outside every window.

The beauty of nature, adapted to the scale the particular house and lot, the local climate, and the owner's skill and available time that he has for gardening.

Complete privacy for sunbathing, play, relaxing, and entertaining.

A healthful, outdoor sport and hobby for the entire family.

Hidden work center to include space for garden storage and all service activities of running a house.

How to Recognize

The American Style

Its design should be agreeably fitted to its purpose. If it is a structure, it should fit its environment. If it is a garden, it should take advantage of its site, the needs of the family who will use it, and be so constituted that it is beautiful twelve months of the year. If it is furnishings, it should perform effectively and simply—without tortuous, stylistic tricks.

Its materials should be honestly and appropriately used with some indication that their nature and capacity have been understood, appreciated, and made the most of—not made to imitate something, or complicated beyond their true nature.

It should take advantage of our numerous technologies (if they pertain) which can be harnessed today to make things perform better, wear longer, require less upkeep.

It should have no superfluous ornament which is tacked on as an afterthought to the basic design. It may have ornament, but it must be integrated ornament. Our American talent for simplification is enormous, and some of our most beautiful things are the simplest.

It may be reminiscent of our past, but it will be a *modified, simplified, almost impressionistic version of the original*. If we do use the past, it is because of its usefulness, not because it is “an authentic copy.” If it is “periody,” it is most likely to be a derivation of some of our older, native American design idioms like Cape Cod, Shaker, Pennsylvania Dutch, Spanish, etc.

It may be Modern, but it will be an American version of Modern, not a straight European version. Again the adapting, modifying concept applies, for we change what we import.

It should have the appeal of the familiar. We Americans like the new, but in practice we want the radically new to have some familiar link to its previous prototypes.

It should appeal to common sense. Americans' reaction to the intellectual stunt or trick is “so what.” We do not judge things intellectually, but by common sense.

It should combine beauty and utility, for in the best American design they are indivisible. Neither abstract beauty nor mechanistic utility is enough by itself. We Americans want both.



If you are tired of doing THIS



YOU HAVE 3 CHOICES



1

You can use thin, easy-to-carry cushions. In one trip, you can put away the cushions of eight or nine chairs.



2

You can cover too-heavy-to-carry cushions with sheets of transparent film for protection against weather.



3

You can have "exposable" furniture of wood, canvas, or plastic webbing that withstands all kinds of weather.



Outdoor Furniture that can STAY OUT

by Laura Tanner

Here are twenty-six kinds of outdoor furniture and practical suggestions for making it serve you, instead of making you serve it



PHOTOGRAPHS BY MAYNARD PARKER

Copper tubing furniture, with lashed-on-canvas, above, has successfully survived for years ravages of salt air in Hawaii and other seaside places. Oxidation gives it a lovely green patina. Not cheap, but it lasts a lifetime. From Lewis's, Santa Barbara, Cal.

If you are fed up with coddling outdoor furniture, here are three common-sense solutions. The most practical method is to have furniture that has no parts which invite weather trouble. Shop for frames of weather-resistant wood, or guaranteed chrome, copper, aluminum, steel, or wrought-iron. Accept cushionless chairs of metal mesh, slung canvas, plastic or raw-hide webbing, or varnished hickory bark. Some furniture will work well on porches or paving that would rot if placed on wet soil. So tailor what you buy to the condition in which it must live.

Inventive skill has not yet produced the cushion to outwit all kinds of weather. So if you want cushions, be realistic. Settle for thin pads, small and light enough so you can rush to shelter, in one trip, all the cushions on the whole terrace. If chair cushions and chaise mattresses are too bulky for toting, protect them with sheets of transparent plastic, ample enough to tuck under and anchor against wind and rain.

Low-cost chair of redwood and copper, below, designed by Chris Choate and Cliff May.

Detachable side arm eliminates any need for table. Removable copper trays may be set up by hostess ahead of time in kitchen, brought out when ready.

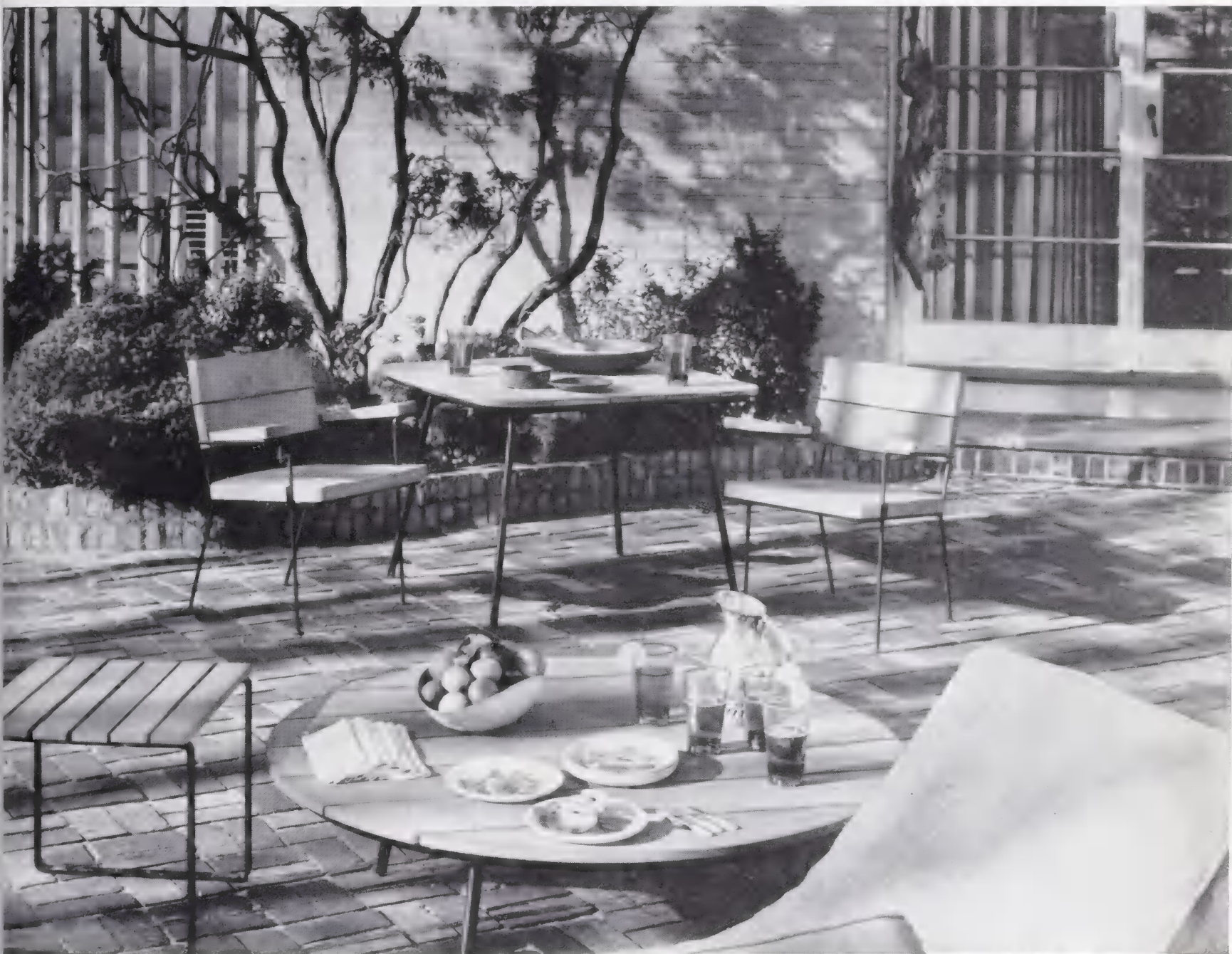
Such a chair lets everyone enjoy his preference for sun or shade, a moot point in outdoor life. Chair manufactured in California by Cliff May.



Aluminum chairs, right, treated to prevent corrosion, can go outdoors. Cushions have spring seats, backs of kapok—are slipcovered, instead of upholstered, in water-shedding sailcloth. Need plastic-sheet protection in heavy weather. Designed by Richard L. Sandfort, for R.L.S. Shops, Inc.



PHOTOGRAPH BY BILL JACKSON



PHOTOGRAPH BY WILLIAM HOWLAND

Some of the best-looking outdoor furniture around and, also, some of the most practical. Made of chunky redwood planks, on black painted steel supports. This is ideal terrace furniture that goes well with either Period or Modern architecture. Designed by Van Keppel-Green, California.

Exposure won't hurt this pretty wrought iron, for it has been pore-sealed with anti-rust chemicals. But give it care, wax it, and keep finish from chipping. Its thin cushions may be scooped by the armful in case of rain. "Chatelaine" chairs, nested tables, Lee L. Woodard Sons.



PHOTOGRAPH BY BILL JACKSON



Furniture that can STAY OUT (continued)

Deeco barrel chair, left, is feather light, has no elements to be hurt by weather. It is fabricated of aluminum and solid duraluminum, with webbed seat and back of Saran. Manufactured by Central Metals, Inc.



Chairs that fold and yet are light enough to carry around make sense. Yacht chair, left, of white enamel on steel has stretcher back and seat of sturdy sailcloth, easy to replace if soiled or torn. Lloyd Mfg. Co.



Samson folding armchair, left, designed by Russel Wright, is smooth, uncluttered. Of steel with baked-on enamel finish, it is posture-curved with wide arms, and is low priced. Shwayder Bros., Inc.



This chair stays out all winter at Sun Valley, has the durability of snow shoes. Made of varnished ash, criss-crossed with rawhide, can take a beating. Carl Koch design for Vermont-Tubbs, at New Design.

COLOR PHOTOGRAPH BY GOTTSCHO-SCHLEISNER

Move your breakfast set outdoors for the summer. Set, right, with Duran covered chair is from Balboa Pacific Corp. Cloth, Simtex Mills. "Hotable," Salton Mfg. Co., Melmac dinnerware, International Molded Plastics. General Mills toaster, Westinghouse waffle iron.





Furniture that can STAY OUT (continued)



PHOTOGRAPH BY DALE ROOKS

Kiln dried, spar-varnished hickory, right, has successfully weathered the elements for years. New styling improves on old-fashioned "log cabin" look, yet preserves staunchness of this material.



TWO PHOTOGRAPHS BY WILLIAM HOWLAND

Use expanded steel furniture, left, if you don't want to carry cushions. However, pieces can be ordered with thin, tote-able, foam rubber pads. Chairs come in gay colors. Van Keppel-Green.



Woven hickory splits look "truly American." This group is ideal for large terraces that need variety in seating arrangements. Low Lazy Susan table is new for outdoors. From Old Hickory Furn. Co.

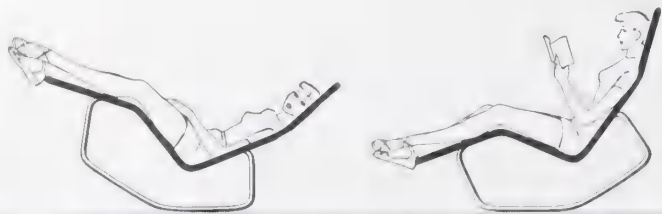
PHOTOGRAPH BY DALE ROOKS

Benches and table, right, invite you to leave them in the open. Wood is fir, treated with marine spar varnish. Supports are black-painted wrought iron. Pipsan Swanson design for Ficks Reed.

COLOR PHOTOGRAPHS BY MAYNARD PARKER

Rattan furniture performs best if you protect it—keeping it off wet ground, and under cover (unless yours is a dry climate). Chairs, foreground, of varnished Sika caning. "Tropitan" pieces. Ritts Co.





Furniture that can stay out (cont.)

You can sit like a lady, or recline for face-up sunning in metal-canvas chair at right. Chair "sits" comfortably in two positions: either chaise longue or healthful, feet-higher-than-head bliss. Made to stay outdoors, frame is metal tubing. Canvas cover automatically smooths itself when you arise. From Barwa Associates.



THREE PHOTOGRAPHS BY PAUL HESSE



PHOTOGRAPH BY WILLIAM HOWLAND

Here is furniture you leave out night and day the year round without damage. Wrought-iron frame, seats, and backs of expanded metal mesh are treated with Neva-Rust process. Seating pieces, designed for contour comfort, need no cushions. Sta-Out group by Salterini.

MORE OUTDOOR FURNITURE ON PAGE 223

Fine strands of steel alloy are woven into a mesh to make air-cooled furniture, right. This truly outdoor furniture has deep comfort of upholstery, none of its upkeep. There are no springs, ties, filler, or cloth covers to wear out. Texteel, Zerbee-Hilliker Co.



*What to do
when you have*

Too Much Climate



DRAWING BY GURNEY MILLER

The scientists who researched Climate Control

DR. RALPH LINTON

Sterling Professor of Anthropology, Yale University

DR. PAUL SIPLE

Military Geographer, The General Staff, U. S. Army

DR. HELMUT LANDSBERG

Executive Director, Committee on Geophysics and Geography,
Research and Development Board

DR. DANA COMAN

Consultant, Scientific Advisor,
Office of the Chief of Staff, U. S. Army

DR. L. P. HERRINGTON

Director of Research, the John B. Pierce Laboratory of Hygiene
Research Associate Professor in Public Health, Yale University

WALTER A. TAYLOR

Director of Education and Research,
American Institute of Architects

MILES L. COLEAN

Consulting Economist

WOLFGANG LANGEWIESCHE

Research Pilot, Kollsman Instrument Division, Square D Company

One way, of course, is to flee to the mountains in summer and to Florida in the winter. This would leave you with only spring and fall to face—usually the most pleasant parts of the year. But most of us can't do that.

Most of us have to stay right there at home and, except for a couple of weeks in August, make the best of the weather. And what weather it is! If you live in the Midwest, for instance, the official temperatures in any year will range from 110°F. down to 25° below zero. Since you're most comfortable at around 70°, this means that the weather will be from 40° too hot down to 95° too cold. It's like taking a year-long ride on a roller coaster. The weather zooms you up to a hot and humid 110°, plunges you down to a frigid 25° below. You're always passing the 70° comfort level, but you never stay there long.

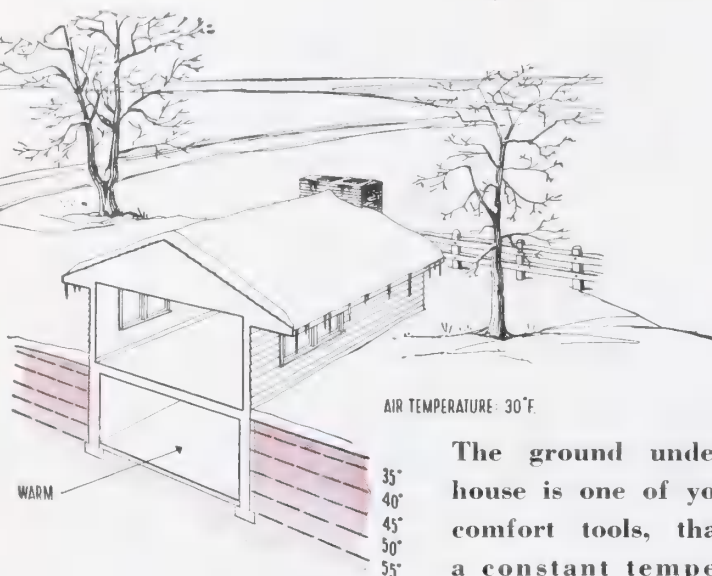
There are few people on earth who have a rougher deal, climatically speaking, than Middle Westerners. The Eskimos have it colder, and the Arabs have it hotter. But they don't have both. They can adjust their diet, clothing, and housing to one set of conditions. These conditions may be far from ideal, but at least they are steady.

In Kansas City or St. Louis, for instance, you need two kinds of diet, two sets of clothing, and two kinds of work habits. By rights you should have two kinds of houses. But since this is usually impossible, you've got to make one house do the work of two. This is never easy. It's all but impossible unless you understand the different elements of which your climate is made, and the way your house and grounds can help you master them. On the following pages, you'll find an analysis of a typical Midwest climate—the Missouri River Valley. But if you live anywhere east of the Rockies, some of it applies to you.

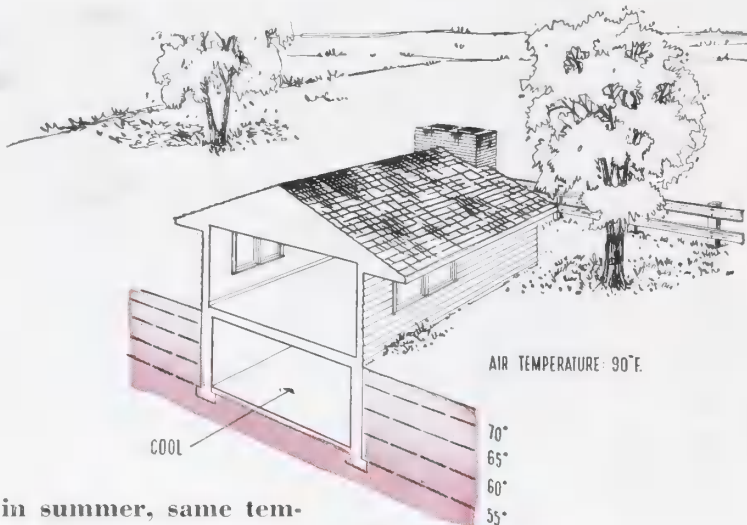
If you've too much climate, *try* CLIMATE CONTROL

In the Missouri River Valley, you are smack in the middle of a trying climate. If you can be comfortable there, you can be comfortable anywhere

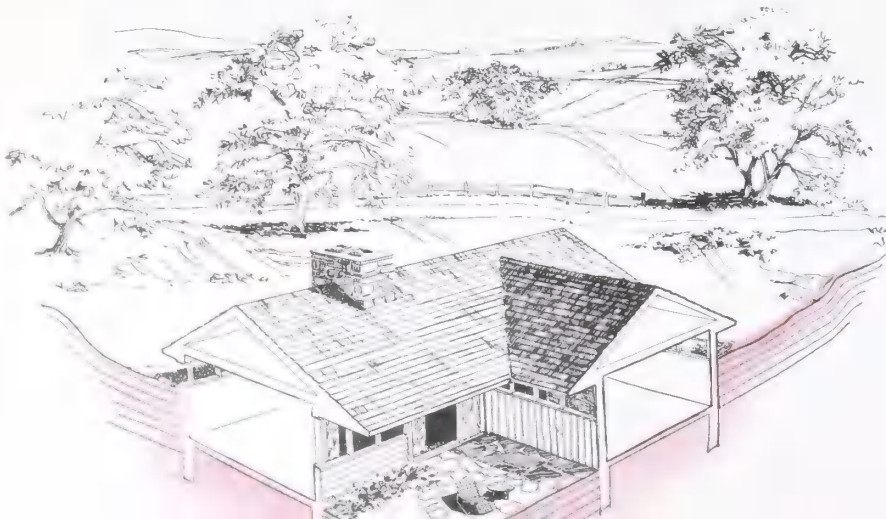
by James Marston Fitch



The ground under your house is one of your best comfort tools, thanks to a constant temperature around 55° F. 6 feet down. In winter, this means free radiant heating and . . .



. . . in summer, same temperature gives basement free radiant cooling. You could tap this source of free warmth and coolness by building into a south slope as shown below. However, drainage and humidity control need careful watching. (See text, opposite page.)



Most of us in the so-called temperate zones actually spend our lives in a climatic battlefield. We are literally submerged in a raging sea of weather with hot and cold, wet and dry, clear and cloudy currents swirling around us. And if you live anywhere around St. Louis or Kansas City, you are in the very center of this battlefield. Two kinds of weather meet here and slug it out: the cold, dry air from the Canadian Arctic and the warm, damp air from the Gulf of Mexico. In winter, the Canadian air masses are dominant; in summer, those from the Gulf. But, even so, there are always break-throughs and encirclements—like the Panzer battles of World War II. Thus you can have January days in June, and August weather in February. The thermometer will often rise or fall 40° or 50° in a single day. Any way you slice it, the extremes are immense. In the Missouri River Valley, you've always too much weather.

Now this never-ending struggle may make an interesting study for the meteorologists, but, if you live there, it's like being in any battle area. No matter which one wins, you're likely to lose. Yet the situation is not hopeless. There are a great many defenses you can put up against these meteorological panzer units. In fact, properly used, your home and grounds can go a long way toward minimizing these extremes. But the first principle of this sort of "civilian defense" is an understanding of Climate Control and how it works.

This kind of continental climate—and it obtains, more or less, in the whole northeastern quarter of the country—makes house design a difficult matter. For winter comfort, your house should be built like those in Siberia. For summer comfort, a palm-thatched pavilion from the South Seas would be fine.

It's comfortable six feet down

It's these extremes above ground that have led Dr. Paul A. Siple, HOUSE BEAUTIFUL's consulting climatologist, to

suggest that six feet underground is the most comfortable place to live in the Missouri River Valley. This is not as silly as it sounds. You have to remember that down there the temperature is a steady 55°F. (See drawings on facing page.) This is a lot of warmth in winter when the temperature is below freezing. And it's a lot of coolness in summer when the temperature top-side is in the nineties. This is what makes the old-fashioned basement comfortable the year around, and this is why climate-conscious builders and architects are looking at the basement with new respect.

Of course, you'd want more light, air, and view than the old-fashioned basements gave. Thus the best way to tap the earth's constant temperature would be to build your house into a south or east slope. David C. Runnells, Kansas City architect, has done this in the house shown on the next page. But, like him, you'd have to watch out for two things—ground water outside and damp air inside. Of the two, ground water is easiest to control. Proper drainage and waterproofing will do the trick. But humid air is another matter. Ideally, basement air should be dried so that it can't condense on cool walls. But air-drying equip-

ment is not yet perfected for residential use. So, if you can't afford summer air conditioning, be sure your underground room has plenty of ventilation.

Above ground, first things first

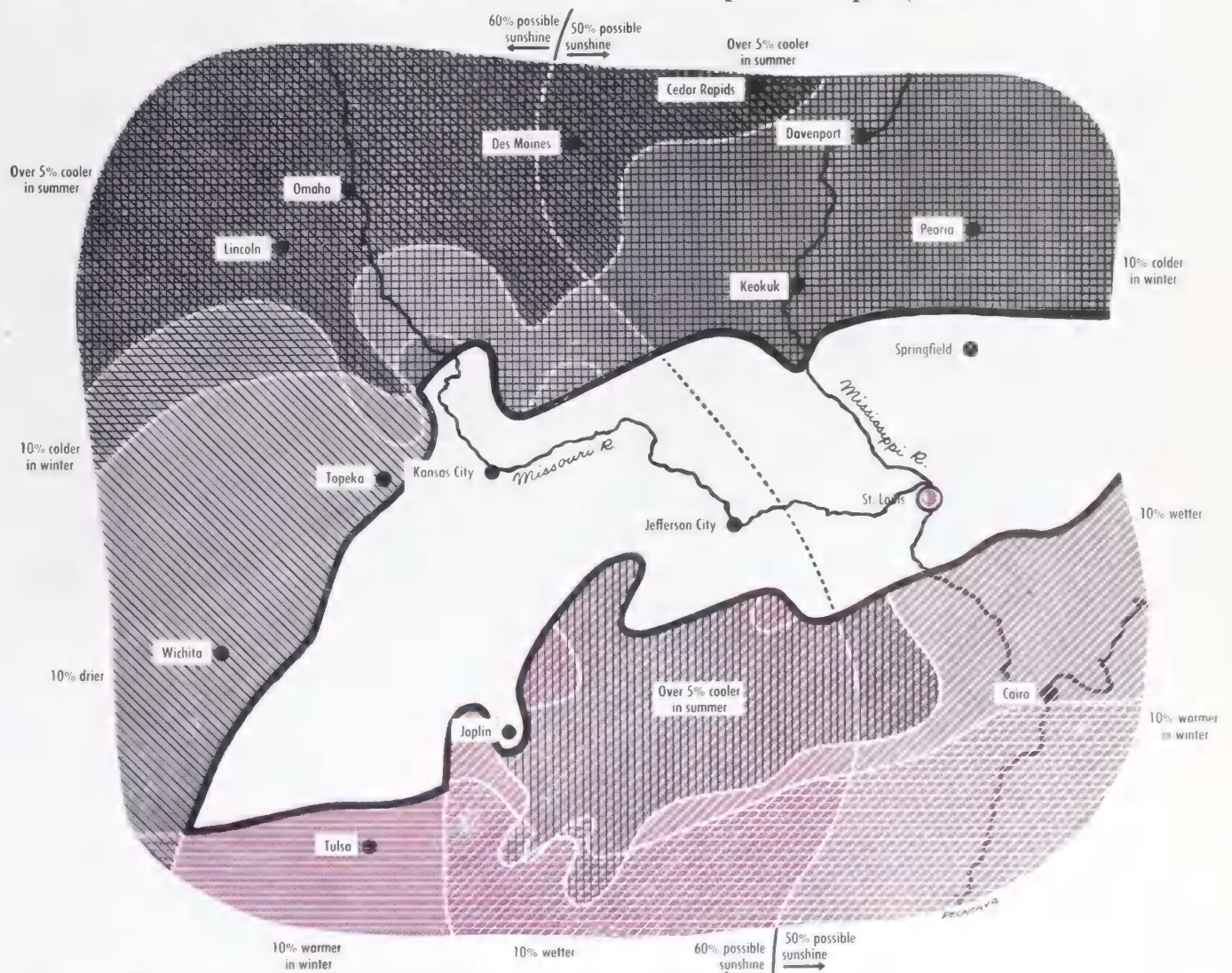
Most people in the region will continue to live above ground, however, and they are faced with a real paradox. If you can't build a separate house for each of the seasons, how can you make one house do the job? The answer is: by intelligent compromises.

The first thing you should know about this (or any other) climate is the temperature regime—how many hours of each temperature you can reasonably expect. In the Missouri River Valley they break down like this:

Very hot	105°F. and up	0.1%
Hot	85°F. to 104°F.	8.4%
Warm	65°F. to 84°F.	31.3%
Cool	45°F. to 65°F.	27.0%
Chilly	25°F. to 44°F.	27.0%
Cold	0°F. to 24°F.	5.9%
Very cold	—25°F. to 0°F.	0.3%

(Continued on next page)

Picture of a climate: hot, humid summer; cold, wet winter; pleasant spring and fall.



White marks the spot where the hard-to-live-with climate of the Missouri River Valley holds sway. Inside this area, conditions described in these pages are generally uniform. As you move out of this white area, see how the climate changes. Toward Wichita, it's sunnier and drier. Toward Des Moines, it's cooler summer and

winter. Down Cairo way, winters are warmer, wetter and cloudier, but summers are no hotter. Of course, these values are general. They don't show how climate varies from suburb to suburb, block to block—even from one lot to the next. You should study these little climate factors, too, before you build, buy, or remodel.

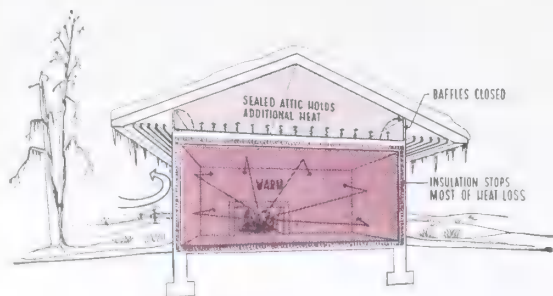
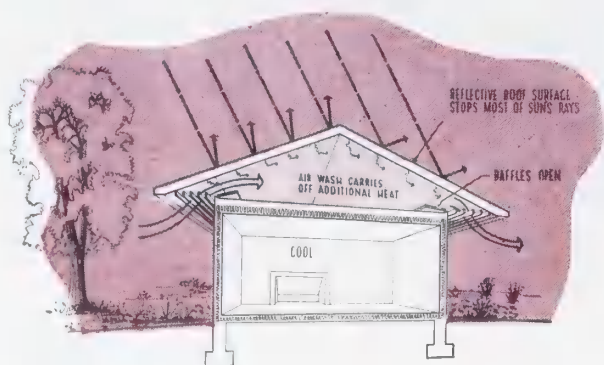
too much climate, (continued)

You can see that about 60 per cent of all the hours of the year fall below 64°F. Yet we are much more likely to remember the hot summer weather than the winter cold. There are several good reasons for this. High temperatures cause more discomfort than low ones. Then the hottest hours of the year are bunched together into four months—June through September. Finally, they come mostly in daytime, when you are awake and active. You are more conscious of them than the coldest hours of winter which come just before dawn when you are fast asleep.

Hot weather in this region, then, is much more important to your health than it appears in the percentages. If you had to build a house for only this portion of the year, it would be something like this: a light parasol of a roof, waterproof and sun-reflecting with very wide eaves; walls that fold back or even no walls at all—just insect screening; cool, dry floors stilted off the ground; a big lot with high shade trees near the house. In short, the sort of house that Gauguin painted in Tahiti. And, in view of the fact that it gets hotter in St. Louis than it ever does in Tahiti, you'd be doing the sensible thing.

Unfortunately, though, to be comfortable during the rest of the year, the above is exactly what you wouldn't want. For, at the bottom of the scale, you need snug, well-insulated roofs, walls, and floors. You want few openings and you want them weather-tight. You want central heat-

(Continued on page 175)



In the Missouri Valley, you need a house that can keep out summer heat, hold winter heat in. This means your roof should act like a parasol in summer (above) with plenty of ventilation under it. In winter, it should be snug and tight (below) to help insulation hold in heat that your heating plant works so hard to produce.

A climate-wise house for the Missouri

If you want to wring comfort from a difficult climate, this house which Architect Runnells is building for the Stuart Williamses, of Kansas City, is worth your study. From the selection of the lot right down to the placing of the paving stones, each step in its design has aimed at one thing—comfort. All the weather elements that make up climate—wind, sun, rain, heat, cold—have been separately analyzed. Then architectural and landscaping features have been developed to exploit good aspects, minimize bad. Study these six pages to see how it was done.

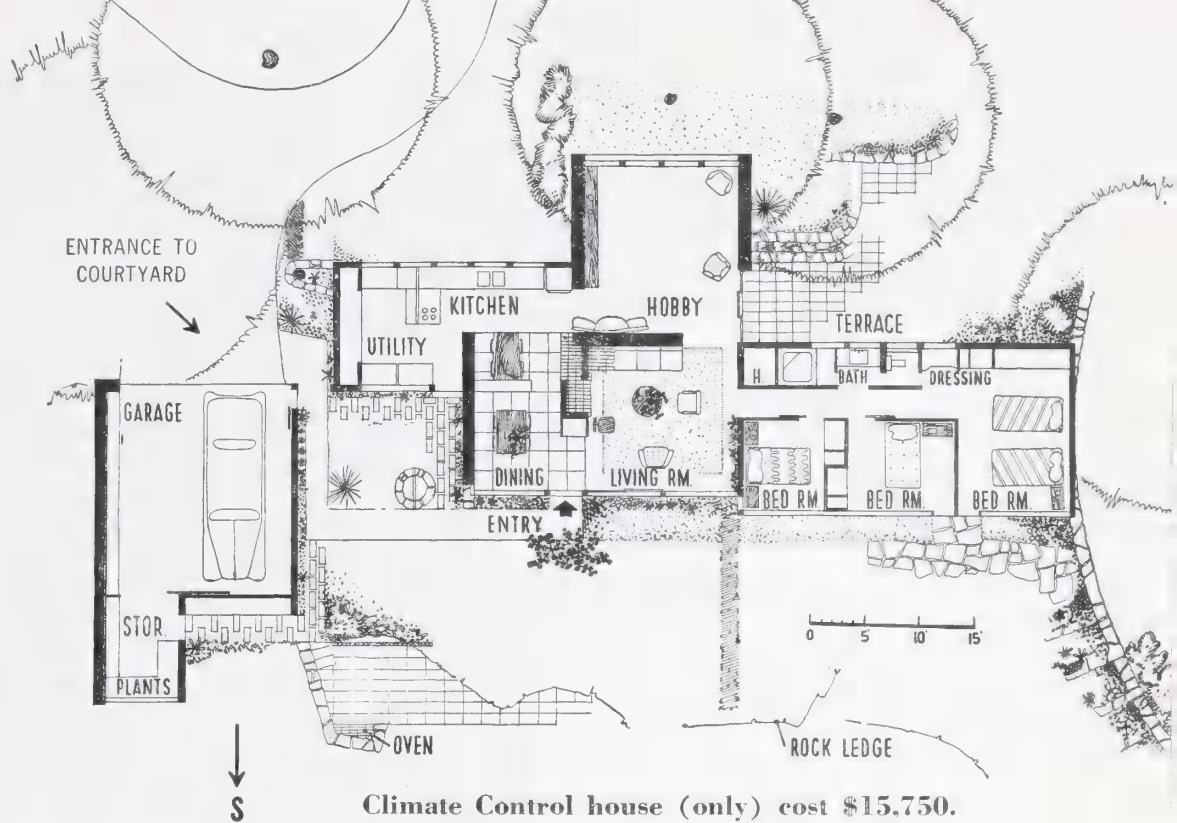
Sunpocket for clear, snappy weather is paved for dry footing. House and garage protect it on 3 sides. Removable screen cuts off chilly south winds. Tree cools paving in summer.

For hot, summer nights this barbecue terrace, jutting out from natural bluff, will get any southwest wind. Winter storage for its furniture is in garden room behind garage.

Solar wall that works all year. Admitting full winter sun, it is shaded in summer by wide overhang of deciduous vines. Outside paving is held back to reduce reflected heat, glare.

River Valley

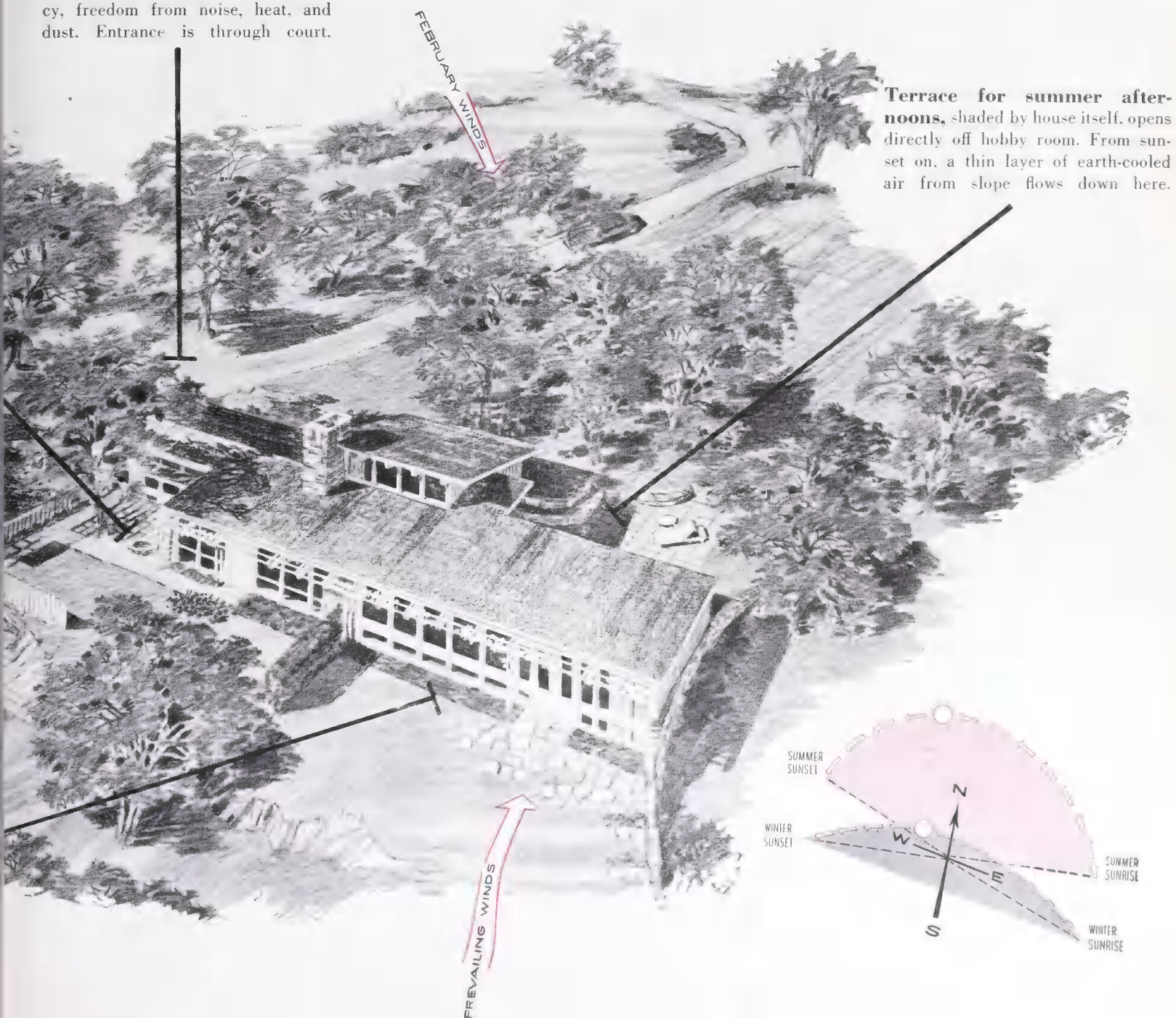
David B. Runnells
Architect



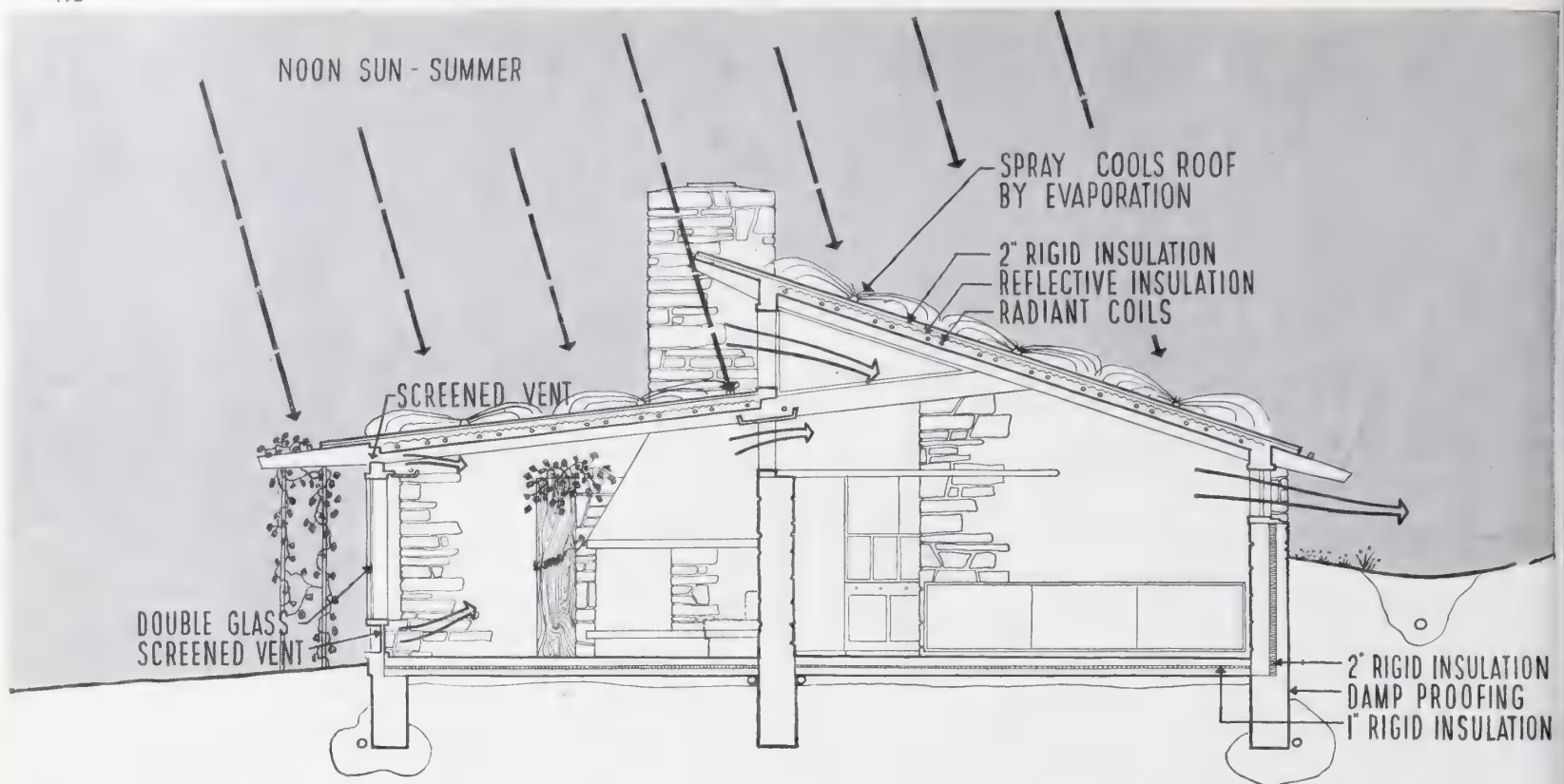
Climate Control house (only) cost \$15,750.

Close attention to climate and site yields more comfort at less cost. One-story plan faces due south, across small, deep valley. It is arranged so all rooms get an even break in terms of view, sun, privacy, breeze.

Least desirable exposure—northwest—is occupied by garage. This gives all rooms maximum privacy, freedom from noise, heat, and dust. Entrance is through court.

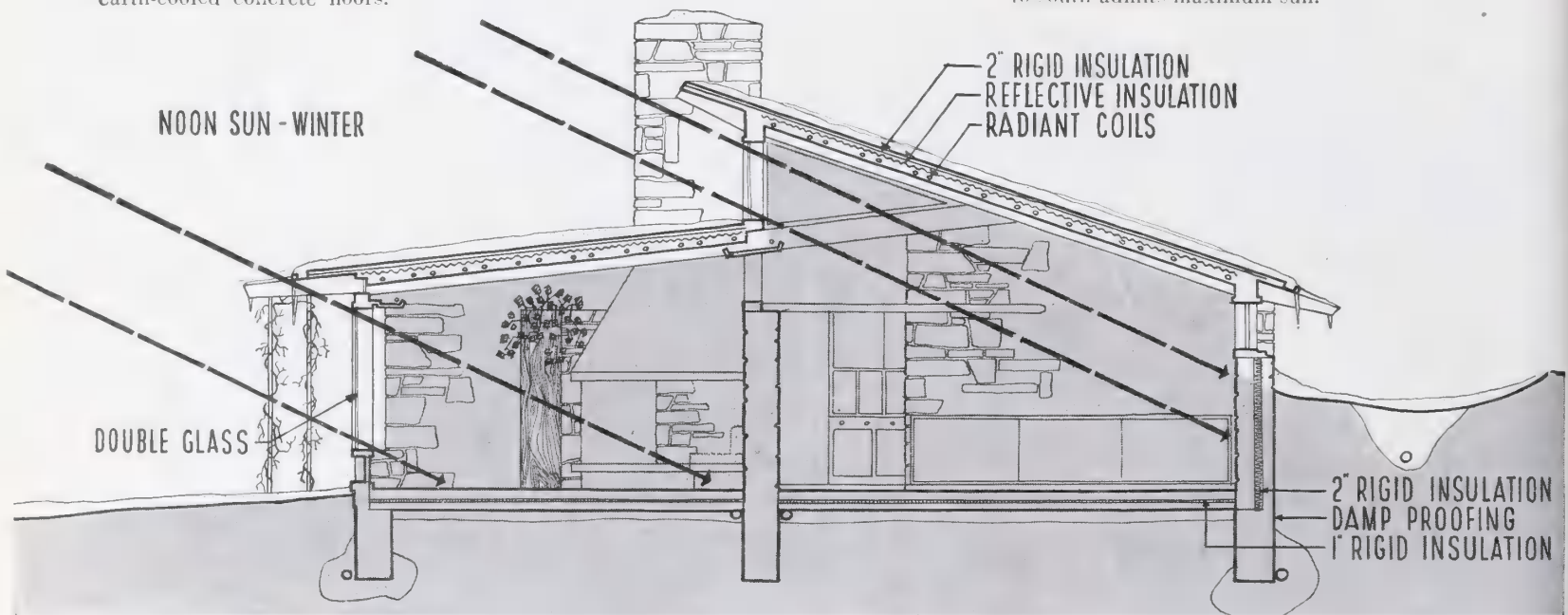


Terrace for summer afternoons, shaded by house itself, opens directly off hobby room. From sunset on, a thin layer of earth-cooled air from slope flows down here.



In summer, it keeps heat out. thanks to these features: sprinkler system to stop most solar heat before it reaches built-up roof; rigid insulation to stop the rest; wide overhangs to shield walls from direct summer sun; natural cross ventilation plus attic fans; earth-cooled concrete floors.

In winter, it holds heat in. Snugly sunk halfway into a south slope, house borrows some heat from earth, is sheltered from coldest northwest winds. Reflective and mass insulation reduces to minimum heat loss from radiant coils in ceiling. Insulating glass wall to south admits maximum sun.



A climate-wise house (continued)

If this house yields its owners more than average comfort, it will be because of the thought spent on it—not the money. It is not an expensive house (\$8.65 per sq. ft.) and it has no dazzling tricks or fancy gadgets. But it is full of sensible solutions to midwestern housing problems. Typical is the way flooring finishes have been “zoned” for comfort and convenience. The climate data indicated that, for winter warmth and summer coolness, floors should be below grade. This implied concrete, with good drainage,

insulation, and waterproofing. But for resilience, a finish floor of cork was used in the kitchen, asphalt tile in bedrooms, linoleum in the bath. In the west end of living room, which serves as both entry and dining, the flooring is mud- and dust-resistant ceramic tile. Living- and hobby-room floors are waxed cement, with large rugs which are removed in summer. This handling of the flooring problem is noteworthy because owners and architect found a functional solution. (*More details on page 175*)



↑ **On a winter morning**, living and dining rooms will be flooded with sun. Even the north hobby room gets sun, thanks to south-facing clerestory windows (see sections, page 172). Note that two-way fireplace can also be enjoyed from kitchen.

Cool in summer because its masonry walls and polished concrete floors are sunk into slope on shady side of house. Hobby room also has good cross ventilation. Note that terrace beyond doors is already partially shaded at 3 P.M. in July.



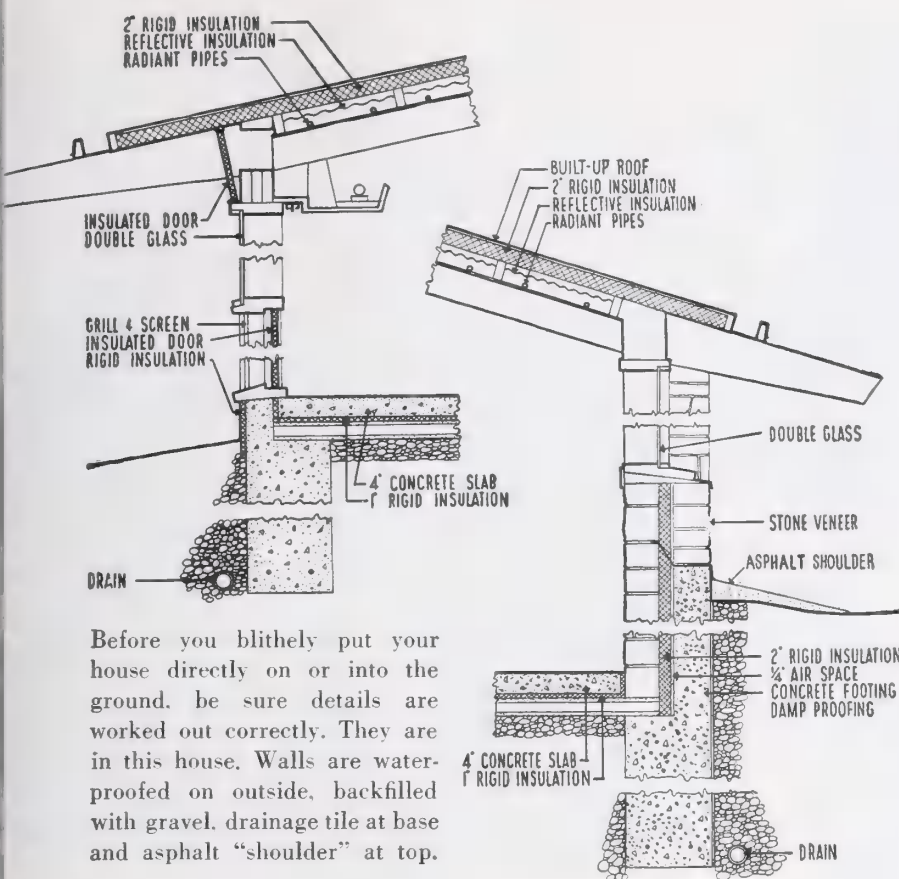


COLOR DRAWINGS BY GEORGE COOPER RUDOLPH AND ASSOCIATES; BASIA BENDA AND D.M.C. HOPPING



Sun-pocket for spring and fall nestles between dining room and garage, protected on north by kitchen and screened from nippy southern winds by removable fence, out of sight at left. This terrace is paved for dry footing when weather is bright but ground is still muddy. Tree and garage will shade it on summer afternoons.

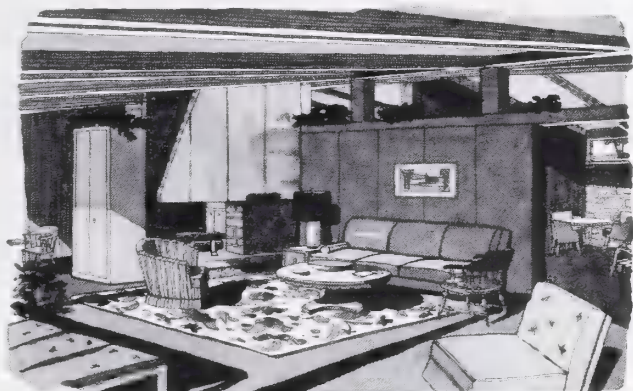
Winter sun in master bedroom. Since you can figure that around 60% of all winter daylight will be sunny, big glass areas to south are worth while. But since winter winds also come from south, glass had better be insulating type, fixed in place. Insulated panels above and below glass open for summer breezes, but really adequate ventilation is guaranteed by a big attic fan behind ceiling louvers.



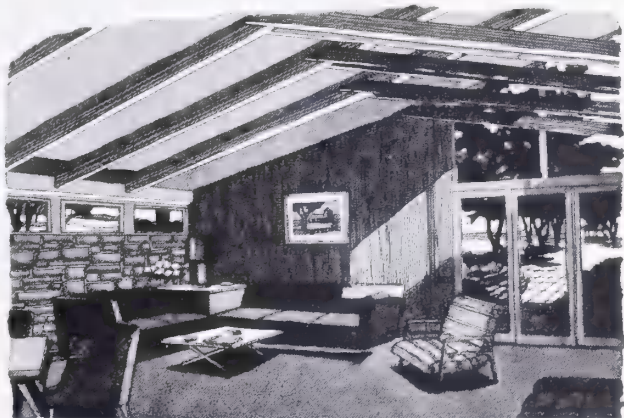
Before you blithely put your house directly on or into the ground, be sure details are worked out correctly. They are in this house. Walls are water-proofed on outside, backfilled with gravel, drainage tile at base and asphalt "shoulder" at top.

A climate-wise house (continued)

Whether you live in Topeka or Louisville, there's a big lesson in this house: you have to fit climate to house and house to climate.



If there's too much stone for your taste here, you could change to plaster or plywood, as we show here. Main thing is to understand principles. You can decorate to suit yourself.



MORE DETAILS ON THIS HOUSE ON PAGE 187

too much climate

(continued)

ing and as much sunshine as you can get. If you built your house for this part of the year alone, it would look more like the snug, four-square houses of Norway and Sweden.

And *that* wouldn't work in hot weather.

How to compromise—intelligently

The first thing you want, then, is a house whose roof and walls can get rid of the maximum heat in summer and hold the maximum heat in winter. This takes sharp doing, particularly with the roof. Look at it this way: On a midsummer noon the sun will pump around 250,000 B.T.U. of heat into the roof of an average five-room house. This is two to three times the amount of heat the furnace will be called on to produce on a cold January night. So you can see that, for summer comfort, you'd better not let that heat get into the roof at all. If the surface is white in color, or shiny like aluminum, it will bounce off most of the sun's rays and thus stay fairly cool. If your roof is dark colored, it will absorb most of the sun's rays, easily heating up to 150°-160°F. However, there's one simple way to keep a dark roof cool in summer. Install a sprinkler system like those you see on lawns. Run the sprinklers during the heat of the day, and evaporation will keep a dark roof even cooler than a white one. (See page 172.)

In fact, HOUSE BEAUTIFUL's Scientific Committee estimates that if you would evaporate each day from your roof and walls a film of water amounting to a total of a half inch, it would keep any house in this region as cool as a cucumber. It may not be practical right now to have walls that "perspire," but it's a fairly simple matter for any type of roof—except wood.

Of course, there are two sides to this sunshine story. It's true that, in Kansas, the sun can drive you wild during July (when 70% of all daylight hours will be sunny). But it's also a fact that, from St. Louis west, you are on

(Continued on page 226)

How you can get charts and technical data on Climate Control

Through the co-operation of the American Institute of Architects, technical reports on HOUSE BEAUTIFUL's Climate Control Project are being published for the benefit of architects, contractors, manufacturers and homeowners. These reports analyze precipitation, temperature, wind velocity and direction, humidity, sunshine, etc. They are published for each region studied in the Climate Control Project, and are available concurrently with appearance of the general regional story in HOUSE BEAUTIFUL. Reports are now available on the following regions: Mid-Ohio, New Jersey-Metropolitan New York, Southern Florida, Southwestern Desert, Missouri River Valley. They can be obtained for 50c each from Administrator, HOUSE BEAUTIFUL's Climate Control Project, 572 Madison Ave., New York, 22, N. Y.



WHAT MAKES US AMERICANS?

CONTINUED FROM PAGE 124

Following are sources and photograph credits for pages 125 to 127, recorded picture by picture from left to right.

Page 125

Photo and plan, home of F. A. Thompson, Tubby Hook, N. Y.; courtesy of the Museum of the City of New York. Santa Fe chair, Index of American Design, National Gallery of Art. Robsjohn-Gibbings chair, The Widdicomb Furniture Co. Shaker desk-chest, courtesy of New York State Museum; photo by New York Times Studio. "Flexi-Unit" combination, The Widdicomb Furniture Co. Jefferson's swivel chair, courtesy of the American Philosophical Society. Outdoor chair, designed by Cliff May; photo by Maynard Parker.

Pages 126-127

(Reading left to right, across both pages.)

Pennsylvania-German dower chest, courtesy of Metropolitan Museum of Art. Greek Revival house in Marshall, Michigan, courtesy of Talbot Hamlin. American Windsor chair, courtesy of Metropolitan Museum of Art. Mission style bench, from *The House Beautiful*, January, 1905. Chest from "Far East" group, Baker Furniture

Co.; photo by William F. Howland. Shaker laundry press, Index of American Design, National Gallery of Art. Shaker built-in storage Index of American Design, National Gallery of Art. Globe Wernicke bookcases, courtesy of Museum of Modern Art. Mr. and Mrs. chests, Dunbar Furniture Manufacturing Co.; photo by Frank Willming. Davidson, Ltd. chair photo by Fran Byrne. "Queen Anne" style table, courtesy of the Metropolitan Museum of Art. Shaker chair and table, Index of American Design, National Gallery of Art. New Haven clock, Index of American Design, National Gallery of Art. Shaker revolving stool, Index of American Design, National Gallery of Art. Wormley revolving stool, Dunbar Furniture Manufacturing Co.; photo by Frank Willming. Shaker swivel rocker, Index of American Design, National Gallery of Art. Form fitting rocker, Index of American Design, National Gallery of Art. Morris chair, courtesy of Museum of Modern Art. Iowa rocker, Index of American Design, National Gallery of Art. Adjustable chair, designed by Edward Wormley, Dunbar Furniture Manufacturing Co. photograph by Frank Willming.

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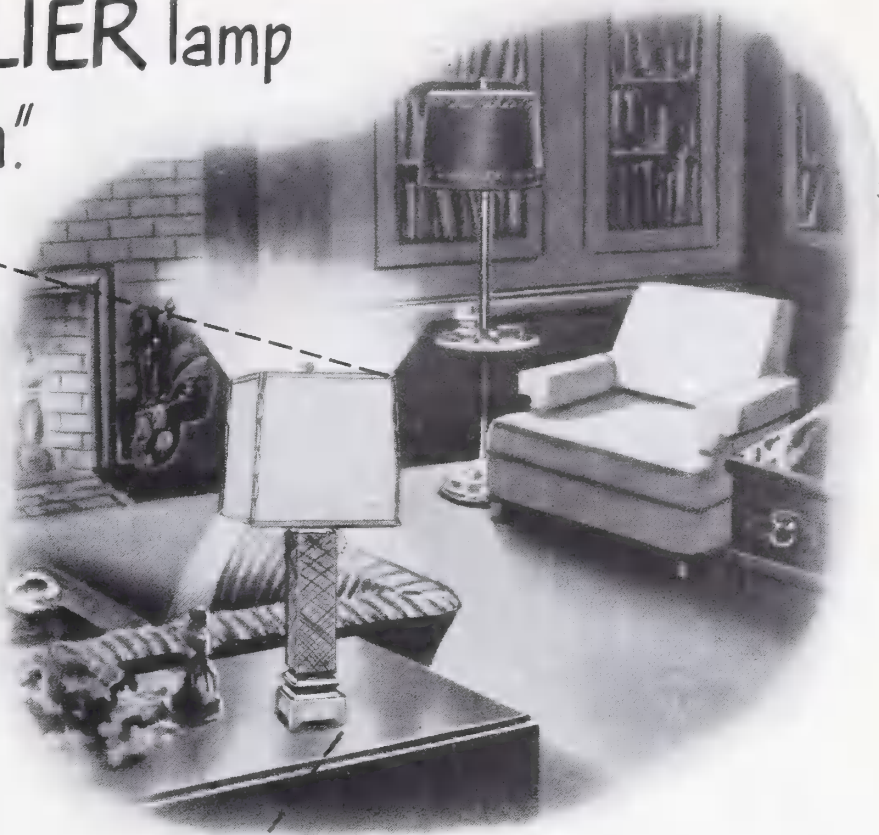
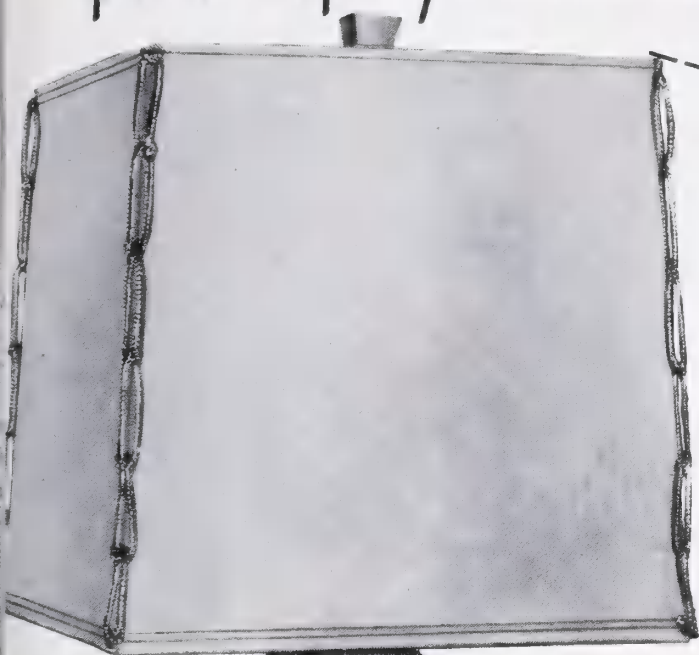
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Work-savers for gardeners



What is the minimum watering equipment? Hose—lightweight (rubber or plastic). Fine-spray nozzle for hose. Anti-splash guard (right) for thoroughly soaking soil without washing. Lawn sprinkler (this one adjusts for 10- to 50-foot circle).

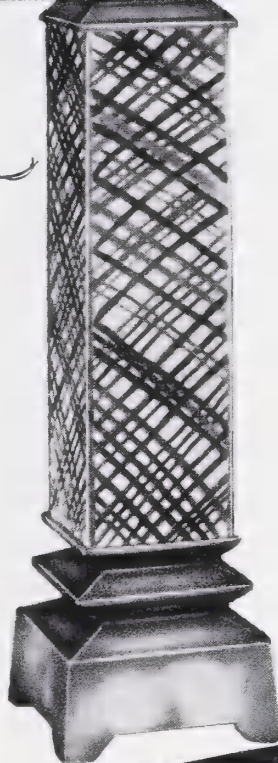
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PROPHET WITHOUT HONOR

CONTINUED FROM PAGE 139



EASTER DAY

DAYDREAMS

LADY APRIL



MONICA

DINKIE DOO

GOODY TWO SHOES

BO PEEP



SPRING MORNING

ROSE

LADY CHARMIAN



Figurines

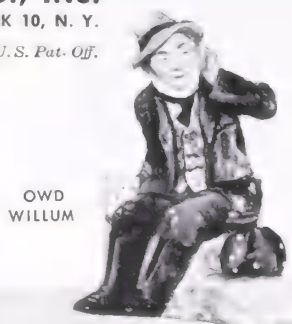
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in summer while letting it shine in for winter; dark exterior walls which allow the houses to blend into the planting with a cool and inviting look.

Greene and Greene also were masters at the adaptation of the house to its site—a present-day requirement of good American Modern. Rooms were carefully oriented for sun, wind, seclusion as well as view. The distinction between the front and the back of the house disappeared. Living rooms were nearly always put at the back of the house, but great care was taken to keep the front hospitable-looking and attractive.

While their work is important in anticipating much of the best modern practice today, it had an indirect and subtle influence much more difficult to trace.

Take the matter of size, for instance. Although Greene and Greene were noted for the design of large and luxurious houses, quite unwittingly their work paved the way for the good small houses of today. For Greene and Greene design embodied one of the basic principles of democratic architecture. It made no class distinction between the large and the small house. The whole weight of its influence went to break down the difference between "palace" architecture for the rich and the cottage style. The same methods, materials and ideas were behind all their houses. All were intended for the same kind of people. All were fundamentally pleasant to live in, hospitable-looking and self-assured.

The end result of this kind of social thinking is seen in the new homes. No longer is the size of a house a symbol of its owner's position in the community. So, as families got smaller, the family group became more restricted. Servants are scarcer, harder to get and more difficult to maintain. As women began to spend more and more time out of the house, it has become psychologically, as well as physically, easier to live in small houses. Until today it is no longer possible to judge the richness of a person's life and experience by the size of his house. A small house no longer means a meager life.

There was another democratic element in Greene and Greene work. No matter what the size of the house, it showed the same regard for the person who had to do the work. Convenience in the large house was not overlooked just be-

cause it was expected that a servant would do the work. They made all houses, no matter what their size or cost or for whom they were intended, beautiful to look at and easy to operate as well. What a democratic idea! But 50 years ago it was a revolutionary principle in house design. The result was that by the time people were psychologically ready to accept the small house, it was already designed.

In the early days of the century it was not possible to buy suitable furniture for a house of untraditional design. Greene and Greene houses, almost alone of the untraditional work of the time, had furniture and gardens of suitable design. Since it was impossible to get help from decorators, landscape architects and furniture designers, the architects were forced to get around the limitations of their situation by designing everything themselves. For instance, in the David B. Gamble house in Pasadena, practically every visible object—the decorative glass, the carved wood frieze, exposed hardware, lighting fixtures, carpets, furniture, even the piano case—was designed by Greene and Greene. The garden, even to the pottery plant containers, was their work as well.

When one sees what giants it took to be pioneers, one is surprised, not that it took so long to get rid of European domination, but that it has been done in such a short time. For the early leadership demanded vision and ability, incredible stamina to buck the prevailing ideas, as well as creative energy to tackle the problems of creating American houses for the American way of life.

For after Greene and Greene had evolved their philosophy of design, their work had just begun. They had to train all of their architectural help. They had to teach their contractors how to build; they had to develop all their own millmen, carpenters, wood cutters, stone masons and workmen of all kind. Then, on top of this, they had to acquire the skills of the minor trades. It is for this reason that the Gamble house occupies such a unique place. It remains not only a monument to the architect themselves, but a tribute to two generations of owners as well. For the situation under which it was built demanded the same progressive qualities in both.

The lasting quality of Greene and Greene work results from the

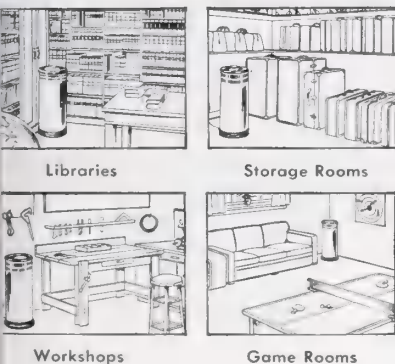
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says Earle Haney,
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attitude behind the work on the part of both architects and client, both of whom had the realism and good sense to try to build for their own time. The people who built these houses represented a very solid section of the American middle class. They did not wish to look to be something other than what they were. They wanted their houses to suit their manner of living, to promote the health and happiness of all the family, to form a background for their own life; to be as free from snobbish pretense as they were themselves.

The situation under which these houses were built allowed the fundamental attitudes of the people to come through into their architecture. This happened largely because it was the owner and the architect, working together, who made the fundamental decisions, not the bank, the government or other lending institution, which is often the real owner today. Other outside elements were limited. Coercion by an art jury or real estate firm did not exist and the so-called housing expert and the planner did not enter into the situation at all.

The new American houses are a reflection of the variety and richness of our life — of our freedom from regimentation. They tell of our ability to assimilate new, healthy influences in a process of orderly change. Greene and Greene work represents only a small part of the influences behind our best contemporary home designing. But Greene and Greene understood beauty in terms of simplicity, fitness and repose. Their designs were always quiet and their influence makes for the same quality in the new work.

Although the look of the new architecture is our look, it doesn't mean that it should be accepted without exercising discrimination. In the new houses, and particularly the new furniture, the good hasn't yet been sorted from the bad by the continual choices made by generations of people with good taste. As a consequence, choice of the new designs (particularly the selection of new furniture) becomes a challenge to the woman of taste who should welcome the situation because of the opportunity it gives her to prove herself.

Unless something happens to stop the development of the new work, to freeze the designs, it will continue to change and mature until it is as free from exhibitionism and has the same free natural look as the inspirational work of Greene and Greene.

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☆ Plate of Madame Du Barry of the French Court circa 1765. Courtesy of Plummer, Ltd.



Patterns Shown Top left: Fiddle Thread Top right: Edward VII
Lower left: Fiddle Shell Lower right: Woodlily



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How much maintenance to do yourself

To be or not to be your own repair man on
small jobs depends upon your will to act

by Miles Colean

Fourteenth of a series on the business of home ownership

The best way to keep down maintenance expenses is to give your house a semi-annual inspection. Follow this up by doing at once the many *small* things that need remedying. Most of these, like a dribbling faucet, the showing of rust on an iron railing, a loose brick in a porch step, a clogged downspout, may be too insignificant in their immediate effect to warrant hiring a repair man.

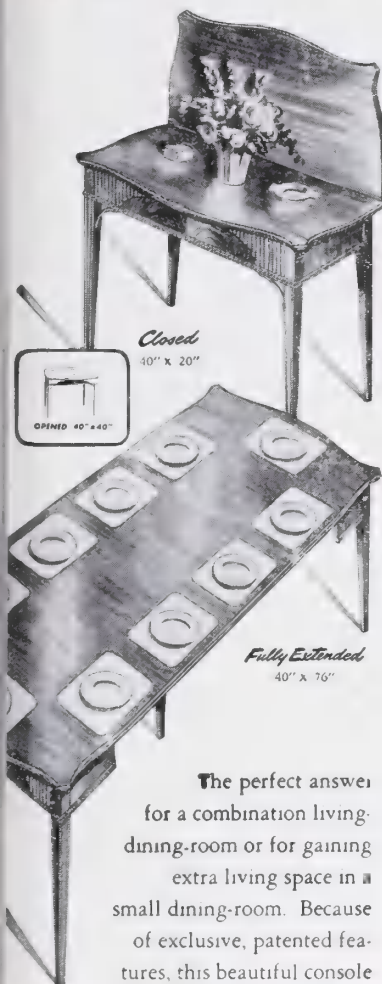
If, however, you can make the repairs yourself, you save not only what will seem like an excessive immediate expense, but will pre-

vent the little repair from growing into a big replacement. The most successful home operator is the one who—to the fullest extent of his competence—is his own maintenance man.

Is this notion practicable? It is if you are intelligent enough to have slipped through high school and have a fair knack of doing things with your hands. Granting those rather widely distributed faculties, there is no mystery in the structure or its equipment that need baffle your analysis and no ordinary defect that need defy your

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prohess. The question is not: What can you do? But: How much do you wish to do? Granting the willingness, a wide range of repair skill can be readily mastered.

A good rule to follow is to avoid loading yourself to the point of distaste and boredom. If you have a knack for using tools and enjoy putting, home maintenance can be an enjoyable hobby. If, on the other hand, every job is a nuisance, then the best thing to do is to strike a balance between the burden involved and the money saved and to do no more than the economics of the situation dictate. A bored mechanic is likely to be a poor one.

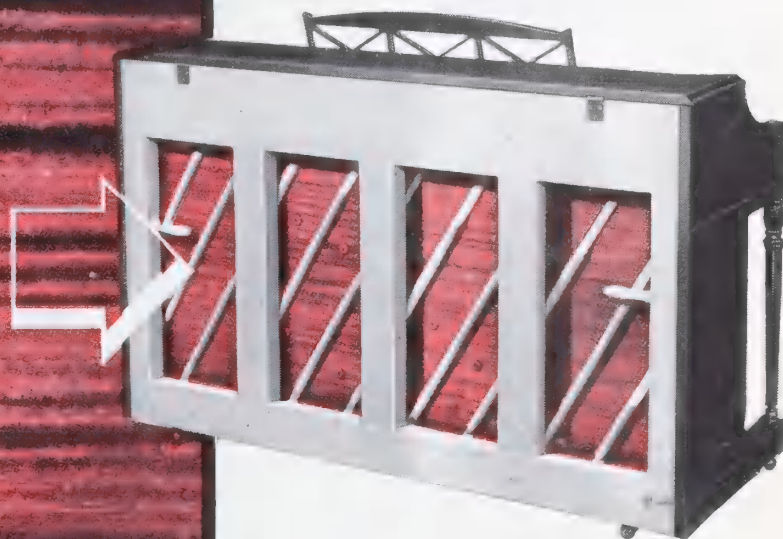
Here are some of the things most easily tackled: touch-up painting and floor finishing; carpentry repairs such as adjustment of hardware, replacement of calking around openings, re-nailing of loose boards, etc.; minor repairs to masonry and tile work; filling plaster cracks; re-cementing of linoleum and floor tile; such plumbing repairs as the replacement of faucet washers and parts in water closet tanks, flush valves, cleaning traps, etc.

This sort of work is especially important to do yourself, because it is expensive to hire in relation to the skill and working time needed. For such a job it can take a plumber or other mechanic longer for the trip to your house and back to his shop than it does to make the repair, and, of course, you are charged for the total time required. Saving up such jobs until there seem to be enough to justify a journeyman's services is risky, for, if neglected, some of them can grow rapidly into major items.

From this first stage, the ambitious home-maintenance man can go on to do more extensive painting—anything from repainting sash and screens to the whole house, inside and out. Carpentry items like additional shelving, cabinets, and fencing may be readily undertaken, and there are records of handy householders who, unaided, have added a bathroom, installed an attic fan, insulated an attic, completed a room in unfinished spaces, built a porch or paved a terrace, erected an outdoor fireplace, and made major additions. Such adventures need not be the exclusive province of the male of the householding species. This investigator not long ago discovered a lady, high in the councils of an important government department, up 20 feet on an extension ladder,

(Continued on next page)

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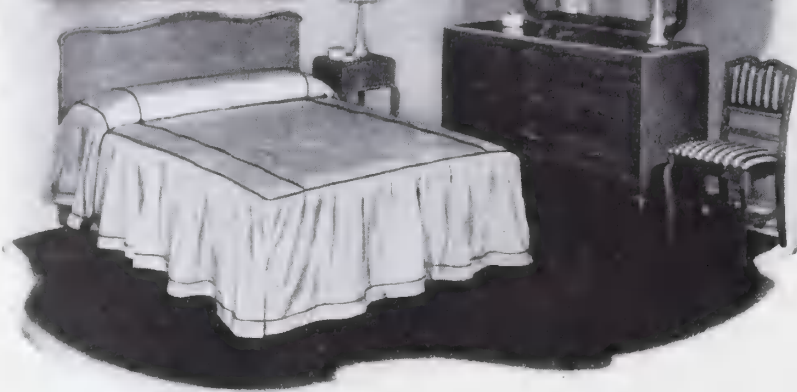
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HOW MUCH MAINTENANCE TO DO YOURSELF

CONTINUED FROM PRECEDING PAGE

gaily and competently painting her own house.

There are, however, a few things that are usually best *not* performed by amateur hands. Major roofing and sheet metal repairs are among these. A leaking basement is usually a task for an expert. Ditto a settlement problem. Plastering, except for very minor repairs, takes skill beyond the capacity of the ordinary householder. The first appearance of little flying white ants or of a strange earth tube plastered against a foundation wall is a definite reason to call a specialist, for termites are not handled by home remedies.

Whether your self-assumed maintenance program is to be modest or ambitious, you will want to provide yourself (1) with a home repair shop and (2) with a home repair library. Your shop can be readily housed along the side of your garage or in a corner of your basement. It will consist of a carpenter's bench, such as can be bought knocked-down for easy assembly, a rack or cabinet for tools and paint brushes, a cabinet for paint and such items as glue, plastic wood, patching plaster, etc. On your paint shelf, it will be particularly desirable to keep a row of sealed jars containing left-overs of the paints used throughout the house—the best possible means of assuring satisfactory touch-up work. It is also helpful to have means for orderly storage of small parts—wood screws, brads and small nails, faucet washers, bolts and nuts, etc.

A note on tools: If you are not already the owner of an assortment of tools, restrain your enthusiasm and combat the temptations of the hardware store. The size and character of your tool collection should be governed by the range of work you propose to do and the continuity with which you propose to pursue it. Loading up with expensive tools for a one-time job may be poor economy. If you are limiting yourself to minor repairs and adjustments, a few simple carpenter's tools, a pipe wrench, a large monkey wrench or adjustable end wrench, a plumber's helper, a small trowel, and several paint brushes are enough. If your intentions are broader, your stock of tools can be expanded with your ambition.

There is a wide range of avail-

able how-to-do-it books and pamphlets dealing with everything from the selection of tools, instructions for their use, description of the structure of a house, and methods of repairing its every part. Unless you are familiar with the mysteries of construction and have the native or acquired skill to make further enlightenment unnecessary, you will find this kind of information essential.

A number of excellent booklets have been prepared by federal agencies, and are available from the Government Printing Office in Washington, D. C. Send to this remarkable institution for its "selected list of government publications concerning building, care and maintenance of homes and grounds." Consult also your local librarian or bookseller for private publications on these subjects. As with your tool collection, the outlay need not be extensive. A well-selected one-foot shelf will serve the purpose.

Self-done maintenance provides a special problem for your maintenance, replacement and capital improvement accounts (as described in the seventh article of this series). Sound practice dictates that you enter expenditures for materials only. No entry for the estimated cost of your own time should be made. Nor should the tools or books you buy for general use be charged as a maintenance or capital expenditure item. However, the materials in a built-in work bench and cabinets and racks for the tools and supplies may legitimately be charged as a capital improvement. Similarly the cost of tools that may be necessary to buy for a particular job, perishable tools such as sandpaper and paint brushes, and tools broken in the course of your operations may be properly entered as part of the maintenance or improvement job as the case may be. The same procedure may be followed for books bought to provide know-how on a special job.

Where you do any major job that adds value to the house, it is desirable to make note of the cost of all the materials—lumber, nails, paint, etc.—going into that particular job. This is important in estimating capital gain or loss for tax purposes in the event of sale and also as a means for estimating the value of your labor for the same purpose.

There are so many nights...



as many nights as
days in a lifetime.

You want your
covering for those
nights to be
lovely and lasting,
to be warm as the
day sun, to comfort
you in the darkness,
to make you feel
and look more
beautiful. These are
the things St. Marys
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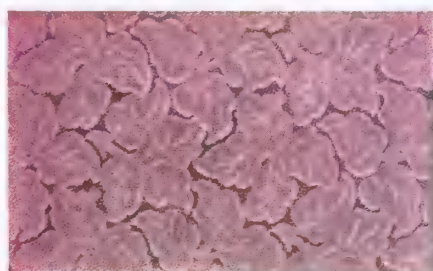
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A CLIMATE-WISE HOUSE

CONTINUED FROM PAGE 175

These are the materials and equipment specified for the residence of Mr. and Mrs. Stuart Williams, near Kansas City, Missouri:

Foundation: Poured concrete, Kansas City Concrete Co., Kansas City, Mo.

Exterior Wall Surfaces: 1/2" plywood, U. S. Plywood Co., New York, N. Y. Yellow pine vertical siding, Filler panels of "Transite," Johns-Manville, New York, N. Y.

Interior Wall Surfaces: Gum and fir plywood, Roddis Plywood Corp., Marshfield, Wisc. "Pink-Ledge" natural stone, Arkansas Cut Stone Co., Little Rock, Ark. "Linowall," Armstrong Cork Co., Lancaster, Pa.

Roofing: "Old American" 4-ply built-up asphalt roof, American Asphalt Roof Corp., Kansas City, Mo. "Snowrock" over built-up roof, Rockas Co., Houston, Tex.

Flashing and Metal Work: Revere Copper & Brass Co., New York, N. Y. "Old Style" fireplace damper, H. W. Covert Co., New York, N. Y. Hood on fireplace, Revere Copper & Brass Co., New York, N. Y.

Windows: Dodson Sash & Door Co., Kansas City, Mo.

Glass: double-sealed insulating, "Twindow," Pittsburgh Plate Glass Co., Pittsburgh, Pa. "Color Clear" Libby-Owens-Ford, Toledo, Ohio.

Screens: "Dural", New York Wire Cloth Co., New York, N. Y.

Doors: Flush Panel, Roddis Plywood Corp., Marshfield, Wis. White pine exterior doors, Dodson Sash & Door Co., Kansas City, Mo.

Door Hardware: Schlage Lock Co., San Francisco, Calif. Garage door, "Autosonic," Vendo Company, Kansas City, Mo.

Paint: "Lignipole" stain, L. Sonneborn Sons, Inc., New York, N. Y. Oil paint & "Okene" exterior stain, Pratt & Lambert Co., Buffalo, N. Y.

Weatherstrip: Machlanburg-Duncan, Oklahoma City, Okla.

Flooring Finish: Cork (kitchen area), asphalt tile (bedrooms and hall), linoleum (bathroom), Armstrong Cork Co., Lancaster, Pa. Quarry tile (dining area), Mosaic Tile Co., Zanesville, Ohio.

Hardware: Sliding door, Accurate, New York, N. Y. and Adams Rite Manufacturing Co., Glendale, Calif. Overhead door track and hangers, Knap & Vogt Manufacturing Co., Grand Rapids, Mich.

Heating: "Midget" oil-fired burner, Crane Co., Chicago, Ill. Pipes, Revere Copper & Brass Co., New York, N. Y.

Plumbing: Kitchen sink, bath, lavatory and water closet, Crane Co., Chicago, Ill. Bathtub, American Radiator & Standard Sanitary Corp., Pittsburgh, Pa. "Superior" water heater, Crane Company, Chicago, Ill.

Ventilating: Bed-room fan unit, Crane Company, Chicago, Ill. Kitchen "Clipper," Trade Winds Motor Fans, Los Angeles, Calif.

Insulation: "Cemesto" and "Flexcell," Celotex Corp., Chicago, Ill. Reflective foil, Infra Insulation Co., New York, N. Y.

Lighting: Outdoor flood lights, Westinghouse Electric Corp., Bloomfield, N. J. Recessed ceiling lights, Gotham Lighting Corp., New York, N. Y. Strip fluorescent and incandescent, Curtis Lighting Inc., Chicago, Ill.

Electrical Wiring: General Electric Co., Bridgeport, Conn.

Millwork: custom built of Douglas Fir Plywood by Dodson Sash & Door Co., Kansas City, Mo.

Kitchen Equipment: Dishwasher, "Disposall," refrigerator, range, Hotpoint, Inc., Chicago, Ill.

Laundry Equipment: "Laundromat," Westinghouse Electric Corp., Mansfield, Ohio.

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Modernfold Doors are priced from \$26.00 (F.O.B. New Castle) and up.

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(served chilled with lemon peel)

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• Leftovers make excellent soups, both hot and cold, which can be whipped up in a jiffy in the Universal Mixablen made by Landers, Frary, and Clark. It's easy to make purées, bisques, or borsch with the help of the measuring chart on the container.

Be a good mixer—

Probably one of the most versatile appliances in the modern kitchen is the electric blender. Ever since its appearance some years ago it has made history by vastly simplifying the preparation of many foods and drinks. It performs all kinds of minor miracles

that were never possible before. Many cooks are now reconsidering the possibilities of subtle and delicate purées, soufflés, and soups that formerly had been ruled out because of the work involved.

Too many people still think of the blender only in terms of bar-



■ Milk shakes and egg nog are popular all year round. In a Waring Blendor, you make them in less time than it takes to tell about it. Flips, frappés, fizzes, stingers, and daiquiris are easy hot-weather drinks when made with the Blendor.



■ Your guests will talk enthusiastically about your Hollandaise sauce when you make it in a Knapp-Monarch Liquidizer. You'll talk too, because it's so little trouble. Preparing party food is just a routine performance with such a miracle helper.

use a blender

by
Mary Elizabeth Wiley
and
Alexandra Meyer

room performance. It does make wonderful drinks, of course, but it is also capable of handling some of the most formidable jobs in cooking. The slender container is almost as easy to clean as a drinking glass, and its speedy action makes the mere thought of a Vichy-

soisse or a Zabaglione almost an accomplished fact. The blender instantly liquefies a solid food and will blend it so that there is no separation. A few tablespoons of cream, plus a cup of cooked peas, becomes a smooth
(Continued on next page)



PHOTOGRAPHS BY KING-WIESE

■ Making canapés can consume hours and hours of time, unless you use short-cuts. The Osterizer, made by John Oster Mfg. Co., whips up spreads in seconds. Easily cleaned container, open top and bottom, fits on mixing mechanism.

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Mrs. H. Gouvernor Greene, Cedarhurst, Long Island, N. Y., sets a lovely table with dinnerware molded of MELMAC.

Mrs. Milton H. Rowley, Erie, Pa., finds MELMAC dinnerware's colorful charm welcome as its durability.



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BE A GOOD MIXER

CONTINUED FROM PRECEDING PAGE

purée of peas at the flip of a switch. Naturally, the blender has become an invaluable aid in the preparation of special diets and offers people on tube feedings more variety than they have ever had before. Doctors everywhere are encouraging its use, and there is hardly a diet kitchen in the country without one. It is excellent, too, for preparing food for young children. The selection of food that can be offered is much larger and has the advantage of being fresh. Because leftovers can be blended for the baby, shopping for a family is simplified.

In operation the blender, of which there are four or more excellent makes, is extremely practical and easy to manage. There are only a few rules to observe and they are fairly obvious. Never operate the blender without its cover. Never insert a spoon or spatula while the blades are oscillating. When you clean the outside of the base with a damp cloth, pull the plug so you don't accidentally switch on the motor. The glass container is easily washed and dried. If you observe these rules, follow instructions that come with each blender, you will have no trouble.

Almost any leftover can turn into a smooth, creamy soup, and once you get into the swing of making blender soups you will have fun experimenting. A safe rule is to use a cup of cooked leftovers to a quart of homogenized milk. The milk and food should be all blended together to avoid separation. Put a little of the milk, the cup of food, a tablespoon of butter, and a tablespoon of flour in the blender. Run the motor for a minute, then remove half the contents and add half the milk. When this has blended, put in a double boiler and blend the rest. Dividing into

two parts prevents overflowing.

Here are some excellent soups. The following recipes serve four.

Apple Onion Soup

Cook an apple which has been peeled, cored, and quartered and a peeled, quartered onion in a can of condensed consommé; add a can of water. When they are soft, remove from the fire and drain, reserving the consommé. Put the apple and onion in the blender with part of the consommé. When it is smooth, remove half of the mixture and add half the remaining consommé. Blend and remove to a saucepan, then blend the rest of mixture and consommé. Heat it all and season with salt, black pepper, a half teaspoon curry powder, one tablespoon sherry.

Vichyssoise

Slice the white part of four leeks and one onion and brown in two ounces of butter. Add four or five sliced potatoes and cook the vegetables in a quart of chicken stock until they are soft. Put this mixture in the blender, a third at a time, and blend until it is all smooth. Heat a quart of homogenized milk and blend with the potato mixture in small enough quantities to avoid overflowing. Chill and serve very cold, topped with sour cream and chives.

Quick Borsch

Brown a diced onion and a peeled, quartered tomato in one tablespoon of butter. When they are soft, put them in the blender with two cans of baby food strained beets. Open a can of consommé and add a can of water for proper dilution. Blend this into the vegetables in two parts and reheat it.

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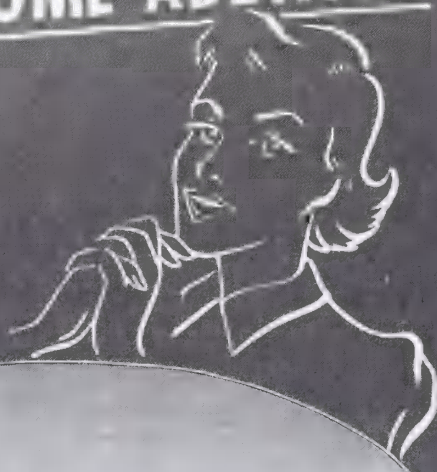
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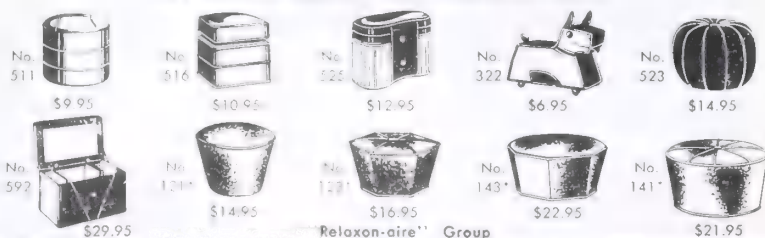
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BE A GOOD MIXER

CONTINUED FROM PRECEDING PAGE

half cup of milk and one-half cup of soft bread crumbs. Beat three eggs very thoroughly and add to the mixture. Turn into a buttered baking dish, top with bread crumbs and butter, and bake in a 350° F. oven for about half an hour.

Carrot Soufflé

Scrape and slice one bunch of carrots or enough to make one cup when cooked. Cook them and when tender put in blender with two tablespoons of carrot water.

Blend until smooth. Prepare one cup of heavy cream sauce and add the carrot purée, then stir in three beaten egg yolks. Season with salt, pepper, Spice Islands Mei Yen Powder and Spice Islands Beau Monde. When cool, fold in three stiffly beaten egg whites. Put in a buttered baking dish and bake about forty minutes in a 350° F. oven.

Although the blender seems best for fruits and vegetables, it can also produce some wonderful entrées. It is easy to make any of the fish or chicken mousses that are so tempting on a hot day, and there are any number of sauces, egg dishes, and casseroles that are greatly simplified by blending the ingredients.

Salmon Mousse

First prepare a jelly by soaking one tablespoon of gelatin in a quarter of a cup of cold water. Bring one and one-half cups of soup stock to a boil and add the gelatin, stirring until it has dissolved. Cool it. While it is cooling, prepare the following mixture: two cups flaked, steamed salmon, a stalk of celery cut in pieces, a green onion cut in pieces, a few sprigs of parsley, and a half cup of mayonnaise. Put two tablespoons of cream in the blender and blend half the mixture at a time. Season it with salt, pepper, and Worcestershire sauce. When the jelly is nearly set, combine it with the salmon mixture. Rinse a handsome fish mold in cold water, add the salmon, and chill until firm. Serves 8 or 10.

Filet of Sole Florentine

Cook a package of spinach according to preceding recipe for spinach purée. Butter a baking dish and turn the spinach into it, covering the bottom. Make a cupful of heavy cream sauce, seasoning it with Spice Islands Mei Yen,

salt and pepper, and a teaspoonful of Spice Islands Beau Monde. Wrap a pound of sole filets with a damp cloth, sprinkle with lemon juice, salt and pepper, and put them on top of the spinach. Cover with cream sauce and top with grated Parmesan cheese. Bake in a 350° F. oven for twenty-five minutes. If top is not brown, put it under the broiler for a minute.

Eggs Benedict

Split and toast four English muffins. Keep them warm as you broil four thin pieces of ham. Make the following Hollandaise from the Waring Blendor Cook Book: Blend the following ingredients: three egg yolks, two tablespoons of lemon juice, one sprig parsley, one half teaspoon salt, dash of pepper and one-half cup of butter which is at room temperature. After these have been blended smooth, remove cover with motor running and add one-half cup boiling water. Blend one minute after water has been added. Put sauce in a double boiler, cook over boiling water, stirring constantly until sauce thickens. Poach four eggs; place on slices of ham on toasted English muffin halves. Cover with Hollandaise and dust with paprika.

Spaghetti Sauce

Put two tablespoons olive oil, a clove of garlic and a chopped onion in an iron skillet. When onions are soft, add half a pound of ground beef, browning it until it is crumbly. Then add a No. 2 can of tomatoes, a buffet size can of B in B mushrooms, some salt and pepper, and a small pinch each of sweet basil, marjoram, and thyme. When the tomatoes have cooked for a while, add a small can of tomato hot sauce. Cook ten minutes over low heat and run it all in the blender in two parts. Reheat and serve with freshly cooked spaghetti, preferably the kind you can buy fresh at an Italian store. Cut up some Parmesan cheese and put that in the blender, running until the cheese is pulverized. Serve with the spaghetti.

In thinking of desserts, almost any one that comes to mind can be made in the blender or partially prepared by blending the ingredients. Fruit sauces, whips, fruit soufflés, and puddings are greatly simplified, and the blender is perfect for preparing fruits for

rozen desserts and sherbets. Here is a recipe that is adapted from a very old one:

Frozen Strawberries

Wash, hull, and slice two baskets of strawberries, sugar them with a quarter of a cup of sugar. Pour them into the blender and blend until smooth. Add a beaten egg yolk, a quarter of a cup of white syrup, and a pinch of salt. Put them into your refrigerator freezing compartment in an ice tray. Stir every twenty minutes until it is of the desired consistency.

Zabaglione

Put one egg yolk for each person to be served in the mixer. Then add one-half eggshell full of sugar and two-half eggshells full of sherry for each portion. Beat in mixer about half a minute and then cook over hot water until the mixture thickens. Serve at once.

Buttermilk Berries

Wash and sugar one basket of berries. Put three fourths of a cup of buttermilk in the blender and add the berries. If strawberries are used, add one cup of milk.

Blend and when smooth, fold in two stiffly beaten egg whites.

Raspberry Sauce

Wash a basket of raspberries. Bring half a cup of water to a boil and add the berries, which have been heavily sugared. Cook them until they begin to be soft; then put the contents of the pan in the blender. Blend one minute and strain over fresh peach halves or grapefruit sections. Peaches prepared this way will not turn brown if they are not served immediately.

Apple Soufflé

Peel and core four or five tart apples. Cut them up and steam them until they are tender. Put them in the blender until they are smooth. Fold in the stiffly beaten whites of four eggs. Put mixture in a buttered baking dish and bake in a 350° F. oven for forty minutes. Sprinkle with sugar and cinnamon before serving.

There are many other recipes that we are not able to discuss here. Remember that any recipe that calls for a food mill or a meat grinder, or which suggests the material be passed through muslin or

(Continued on next page)

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BE A GOOD MIXER

CONTINUED FROM PRECEDING PAGE

a sieve, is a recipe which can probably be adapted to the blender. The only job the blender doesn't do is beat egg whites. The blades aerate the eggs and they merely become fluffy. Batters can be successfully made if you remember that anything which contains egg whites must not be beaten too long.

A spectacular baked product is a blended popover. You must run the motor only long enough to barely mix the ingredients—about one minute. Bake them in custard cups.

The blender is cheerful and willing when it comes to doing odd jobs like grating cheese, grinding coffee, or chopping diced meat for hash. Just put the bits of cheese or meat or the coffee beans into the blender and run it until the proper grind is achieved. Another nice surprise is the good simple syrup it will make by simply blending a cup of sugar to a cup of water. Run the motor until the sugar is dissolved.

A discussion of the various merits of this mechanical wonder wouldn't be complete without mentioning its life in the barroom. It frappés drinks sensationally. The only thing you must remember is to chop the ice a little bit before you put it in the container, as the blades get dull when whole ice cubes are repeatedly used. We use a chip chopper and chop the cubes in a wooden bowl. It is equally good for non-alcoholic or alcoholic drinks.

Iced Tea

Blend a third of a cup of sugar, the juice of a lemon, three sprigs of mint and a third of a cup of water. Put in the bottom of a pitcher and add a pot of tea which

is a brew of two cups of boiling water and four teaspoons of black tea. Stir briskly and add a tray of ice cubes. Put more ice cubes in each glass and pour the tea over them. Serves two or three.

Any fruit and its juice, plus ice and sugar, is a delicious cool drink, as is a milk shake made with ice, milk and chocolate or fruit and ice cream. Here you can improvise indefinitely.

Apricot Frost

Blend one cup of canned apricots plus one cup of apricot juice and one cup of finely cracked ice.

Chocolate Milk Shake

Blend one cup of milk and two tablespoons of Hershey's chocolate syrup with a generous scoop of ice cream, either chocolate or vanilla, and half a cup of finely cracked ice.

Royal Fizz

Blend the juice of two lemons, two or three jiggers of gin, two barspoons of sugar, the yolk of an egg, a cup of finely cracked ice, and a dash of soda water. Blend two minutes. Serves two.

Milk Punch

Blend one cup of milk, one egg yolk, two jiggers of whisky or brandy, two barspoons of sugar, and one cup of finely cracked ice. Blend two minutes and serve topped with nutmeg. Serves two.

Daiquiri

Blend two jiggers of Bacardi rum, three quarters of Jamaica rum, a jigger of lime or lemon juice, and a generous half teaspoonful of powdered sugar to a half cup of finely cracked ice.

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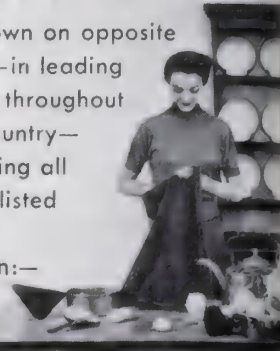
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Give your kitchen a new personality

Newest decorating trick: *Kitchen Themes* by Martex. Wonderful, wonderful new DRY-ME-DRY kitchen towels in gay plaids, checks and stripes—with terry dishcloths, pot holders and hand towels—and all in made-for-each-other Martex

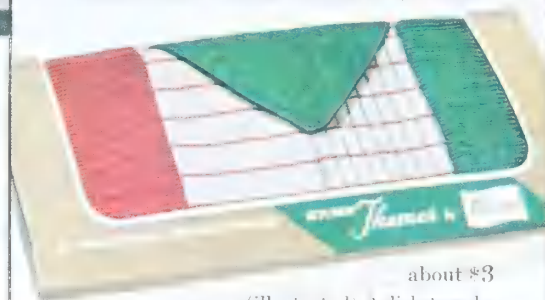
Horizon colors. So, pick your own Martex *Kitchen Theme* with individual pieces or, better still, get them in boxed assortments, already color-coordinated for your kitchen. At better stores everywhere including those listed on opposite page.

Martex

DRY-ME-DRY KITCHEN TOWELS
AND KITCHEN AIDS PLUS NEW
TERRY KITCHEN HAND TOWELS

Products of WEST POINT MFG. CO. • WELLINGTON SEARS CO. • Selling Agents • 65 Worth St., New York 13, N. Y.

*Boxed Martex Kitchen Themes
Color-Coordinated for You
Grand for Gifts, Showers, Prizes*



about \$3

(illustrated) 2 dish towels,
1 hand towel, 1 dishcloth, 1 pot holder.

Other boxed assortments available:

2 dish towels, . . . about \$1

2 dish towels, 2 dishcloths, 1 pot holder, . .
about \$2

3 dish towels, 1 hand towel, 2 dishcloths, 1 pot
holder . . . about \$4



Furniture from B. Altman & Co.

LEVOLOR
Trade Mark

Finer Products for Finer Venetians

© 1950 Levolor Lorentzen, Inc.



Bottom-bar is one clean, smooth sweep of metal! No tape to bulge, no tacks or clips to show. They're completely enclosed.

NEW!

room-blending beauty in all-metal venetians!

Now, add *lasting* beauty to your loveliest rooms with new all-metal venetians, in a wide range of colors.

LEVOLOR-built venetians beautify your windows with glamorous metal from *top-to-toe*. And there's nothing to hide, for *every* part's smart.

An *exclusive* permanent plastic process on enclosed-head and bottom-bar makes color chip-proof, stain-proof, handsomer, easier to clean.

Another feature is LEVOLOR's *patented* self-adjusting tilter. When tilt cords are uneven, just pull the short one down. Click, they come back even.

Ask for a demonstration! At better venetian blind makers and dealers everywhere. Levolor Lorentzen, Inc., New York 12, N. Y.



Look for this LEVOLOR display — examine the metal head and graceful bottom bar—try the self-adjusting tilter; they are the finest your venetian maker can use.

Color-schemed
for every room
in the house



☉ in authoritative decorator colors, soft tone printed on soft tone . . . destined to set tables in harmony with the rooms in which they live.



☉ done on China Cloth, Simtex' crisp new cotton and rayon table fabric that combines a formal damask glow with casual rice-textured surface.



☉ particularly perfect for you who spread a meal-time table in the living room, library nook or patio—rather than eternally in the dining room.

Tablecloths priced from \$3.50; Matkins (rectangular-shape napkins that lead a double life as place mats) in solid colors to match, 39¢ each. To be found at leading stores throughout the country. For where, write: Simtex Mills, division of Simmons Co., 40 Worth Street, New York.

Overtone
prints
by



SIMTEX COVERS MORE TABLES THAN ANY OTHER MAKER IN AMERICA

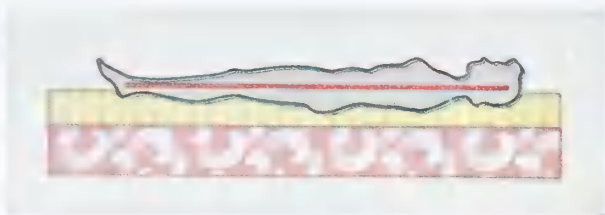


AMONG LIFE'S DELIGHTFUL EXPERIENCES [*Your first home . . . how memorable
the day you took possession! Here is a milestone of happiness—a proud moment enjoyed but once.*]

Owning a Koylon Foam Mattress is another proud event. The blessed repose it brings you is a delight you can recapture every night for years of your life.

For Koylon is not just a mattress, but a scientifically correct way of sleep—deep, restful, relaxing luxury on millions of tiny aircells.

Koylon is naturally resilient, buoyant. It correctly supports each part of you, never slumps or valleys—actually “floats” you to sleep. Why not find out all the wonderful facts at fine stores?



Koylon supports your weight in healthful straight-line suspension. As you turn, it smooths itself! Koylon is buoyant foam—85% air captured in pure white latex—non-allergic, moth-proof, vermin-proof.

EXCLUSIVE KOYLON FOUNDATION, especially for use with Koylon Foam Mattress, has correct crown and rigidity—hand-tied in ways for “lifetime” luxury.

- Decorator damask cover identifies genuine Koylon.
- Self-fluffing Koylon pillows, too.



u.s. Koylon
FOAM



UNITED STATES RUBBER COMPANY ❖ *Serving Through Science*

ROCKEFELLER CENTER, NEW YORK

The American Ideal of LEVELING UP

CONTINUED FROM PAGE 133



Largest of new Robsjohn-Gibbings chests has eight drawers.

Goldberg invention, you may miss the true functionalism of this furniture. Indeed, it has no tricks. But it is furniture that works—in the simple sense that Americans want everything to work.

No maid or housewife will have to get down on her hands and knees to slide the vacuum cleaner under these chests and storage pieces since all but one of them sit solidly on the floor. (The dining-room buffet has legs long enough to lift it well off the floor.) No hostess would have a struggle keeping her platters and stemware and fine tablecloths in order when all her table accessories can be filed away in the big cabinet buffet. Comfort is a function that isn't always obvious to the eye. In this case there is a hidden functional factor in the Koylon foam rubber used for upholstery on all the chairs—soft chairs that don't need constant "plumping up."

Chalk up under the American characteristic of "common sense" the variety of sizes in chests and cabinets. You can see only two or three in the photographs but there are seven chests or cabinets or

combinations thereof, ranging from nineteen inches long to sixty-eight inches long, all of the same height and depth. There are two more chests of the same depth but higher. Thus you can work out a storage ensemble to fit your particular needs and your space—an idea which certainly makes sense.

In the settings for this furniture you can feel the same spirit of leveling upwards—of taking simple practical materials and lifting them up to elegance. The floors are pearly gray clay tile. Nothing short of hobnail boots seems to scratch this material. You could wash it down with a hose if you had some way of draining off the water. It keeps its luster without benefit of wax. But it could hardly look more elegant if it *were* pearl. In some areas it is left bare; in others it is covered with rich wool rugs specially woven by V'Soske.

Mr. Gibbings has chosen his accessories with the same eye for the elegance of simple things. Most of them are made of natural materials, in natural finishes which give an earthy accent even to shapes of unus-

(Continued on next page)

HAVE YOU always wanted a room like this?



WHITNEY PLANNED SETTING

The Colonial charm of the Holliston room is the result of:

Furniture: Whitney Maple
Server No. 7431. Arm Chair No. 7487
Side Chairs No. 7486
Cabinet No. 7483. Mirror No. 6431
Refectory Table No. 7485

Wallpaper: Imperial's
"Barrington" pattern No. 604

Woodwork: Painted white

Note: Ask your local decorator or painter for an estimate on papering and painting your room.

Whitney Planned Settings solve the Decorating Problem

There is nothing more charming than the warmth and friendliness of Whitney Maple. Nothing more evident of perfection . . . perfection that stems from authentic design, selected woods, Heirloom finish and from the obvious personal pride of the skilled craftsmen who make it.

And, like the setting of a fine jewel, Planned Settings can lend further enchantment to the authentic beauty of your fine Whitney Maple.

★ WHITNEY ★ Maple



"PLANNED SETTINGS"
24 page book of
decorating ideas, 25¢

W. F. WHITNEY COMPANY, INC.
Dept. HB550, South Ashburnham, Massachusetts
Enclosed is 25¢ in coin for my copy of "Planned Settings"

NAME
ADDRESS



Cocktail Table in Old Pine with a revolving center section. Gold-tooled, natural leather top.

Old Pine. New Beauty...



The charm of Old Pine was discovered by the great English cabinetmakers in the early XVIII Century. Their efforts have been brilliantly emulated by Weiman so that our own day may share in the beauty they initiated.

Corner Cabinet in Old Pine highlighted by the use of delicate marquetrie and country brasses.

THE WEIMAN COLLECTION

THE WEIMAN CO. • ROCKFORD, ILLINOIS

THE AMERICAN IDEAL OF LEVELING UP

CONTINUED FROM PRECEDING PAGE

BRICK WALL. COURTESY OF BRICK MANUFACTURERS ASSN.



Approximate prices of the furniture shown in the color photograph on page 129 are as follows: (1) armchair: \$54.50 plus fabric; (2) buffet: \$269; (3) dining table: \$249; (4) side chair: \$44.50 plus fabric. Prices vary somewhat in different sections of the country.

ual grace and refinement. Added for spice are a few old Chinese brasses. But in this atmosphere where everything suggests simple comfort rather than self-conscious show, they become as American as a corn-cob pipe.

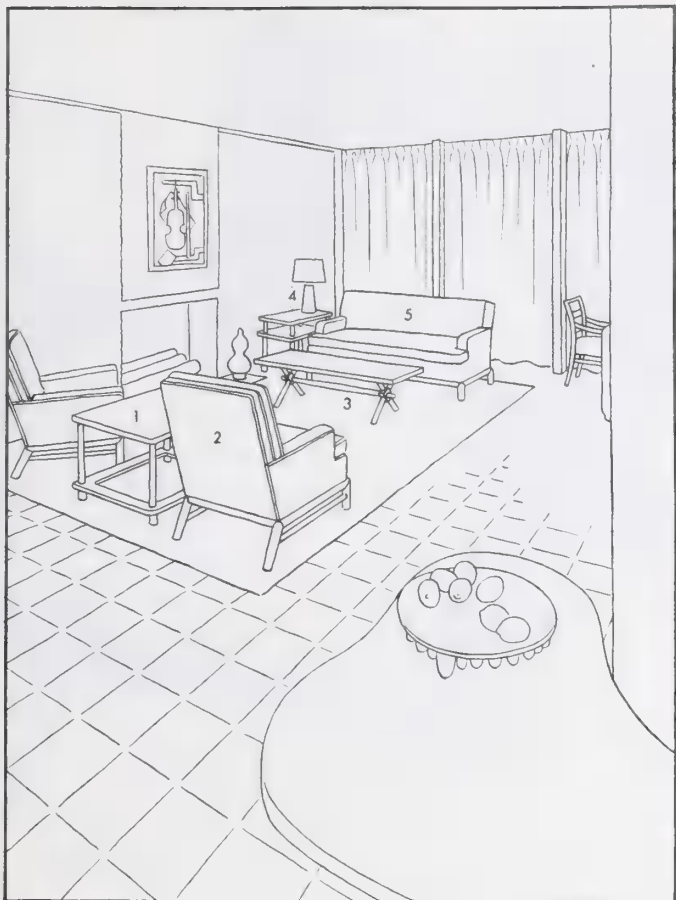
The paintings represent a kind of gay exaggeration which is typical of the American brand of humor and "tom-foolery." They are all works by American painters with a special forte for *trompe-l'oeil*—still-life compositions which "fool the eye" by looking more real than real life. Take away the frame from the painting by John Marion Schimm over the dining-room buffet, and you might be tricked into thinking there was really a door there, a well-weathered door hung with hunting gear and a battered hat. Or you might try to slip a \$10 bill from the composition by Charles A. Meurer which appears in the photograph on our cover. It's all done in a spirit of fun, although such painting requires a high degree of technical skill.

It is just because we don't take anything too seriously that we find

rooms like these happiest to live in. We feel free to put comfort ahead of decorating rules or dogmas of style, because we never take dogmas seriously. Even the rich feel free to be informal because we haven't prohibited them by decree; we have simply taken the living habits of the common man and leveled them up.

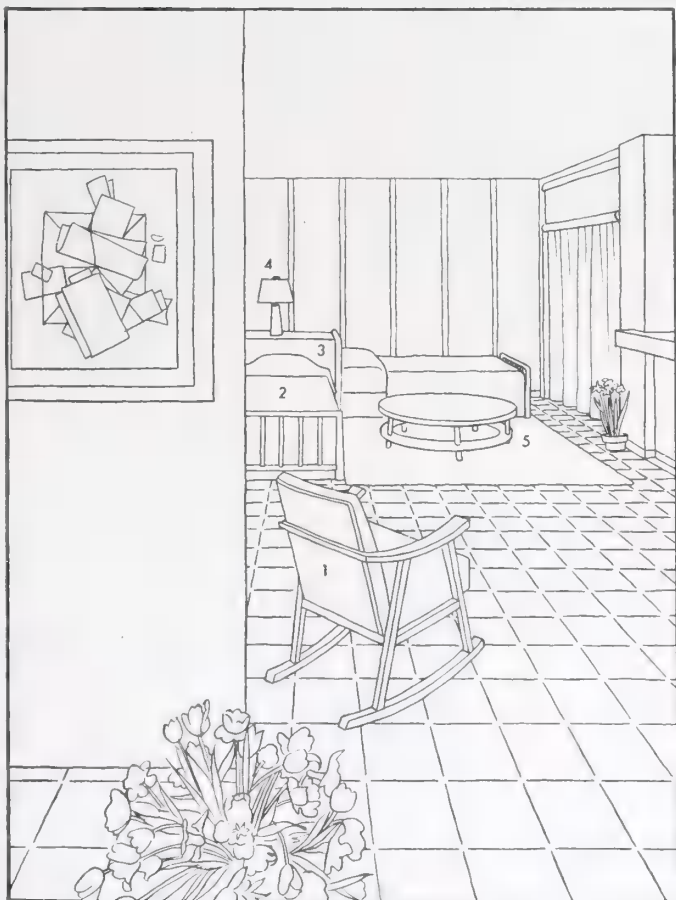
The new Widdicomb furniture shown in these rooms is available in the following stores:

Beverly Hills, Cal. . . . W. & J. Sloane
Los Angeles, Cal. . . . Cannell & Chaffin
San Francisco, Cal. . . . Robert M. Kasper
Washington, D. C. . . . Mayer & Company
Atlanta, Georgia . . . Rich's, Inc.
Chicago, Ill. . . . Marshall Field & Co.
New Orleans, La. . . . Maison Blanche Co.
Boston, Mass. . . . Jordan Marsh Co.
Detroit, Mich. . . . Scott-Shuptrine Co.
Minneapolis, Minn. . . . The Dayton Co.
Newark, N. J. . . . L. Bamberger & Co.
New York City, N. Y. . . . Lord & Taylor
Bloomington, Ind. . . .
Brooklyn, N. Y. . . . Abraham & Strauss
Cleveland, Ohio . . . Wm. Taylor Son & Co.
Philadelphia, Pa. . . . Strawbridge & Clothier
Pittsburgh, Pa. . . . Kaufmann's



Approximate prices of the furniture shown in the color photograph on page 130 are as follows: (1) lamp table: \$69.50; (2) armchair: \$169 plus fabric; (3) cocktail table: \$69.50; (4) lamp table: \$69.50; round-base lamp: \$69.50; (5) sofa: \$329 plus the cost of the fabric.

LINE DRAWINGS BY MARTIN WARSHAW



Approximate prices of the furniture shown in the color photograph on page 131 are as follows: (1) rocking chair: \$89.50 plus the fabric; (2) bed: \$98 plus spring and mattress; (3) square corner filler: \$129.00; (4) square-base lamp: \$69.50 (5) round cocktail table: \$139.

(Continued on page 238)



Duncan No. 120-C 3-light Candelabra. Retail \$20.00 each

DUNCAN strikes a smart new note with
MILK GLASS in Modern shapes



No. 549 10" Urn with green, ruby or milk handles. \$6.00



No. 552 6" Comport. Green, ruby or milk handles. \$6.00



No. 72-E 8" Flared Vase. Last word in Modern Milk. \$5.00

Milk Glass has always been cast in traditional styles. Duncan breaks away from this and opens a whole new field for Milk Glass by producing it in shapes that are modern, smart, new. It is available with green or ruby handles, or in all milk.

See it in your department, jewelry or gift shops . . . or write to us for name of nearest dealer.

THE DUNCAN & MILLER GLASS CO.

The Loveliest Glassware in America

WASHINGTON, PA.

No. 30 1/2 7 1/2" Swan. Green, ruby or milk neck. \$2.00



Prices higher in West

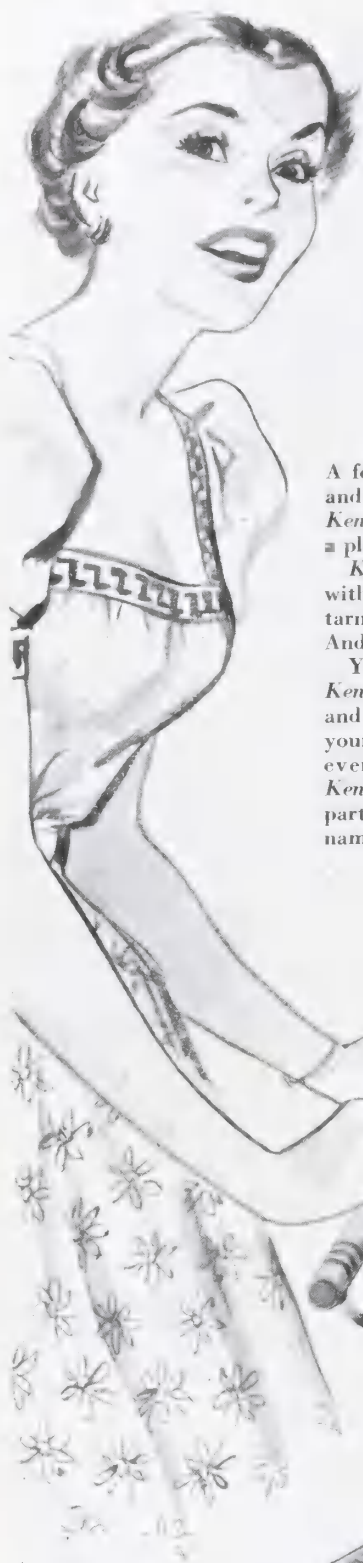
The Duncan & Miller Glass Company, Washington, Pa.

☐ Please send me name of nearest dealer

Your Name

Address



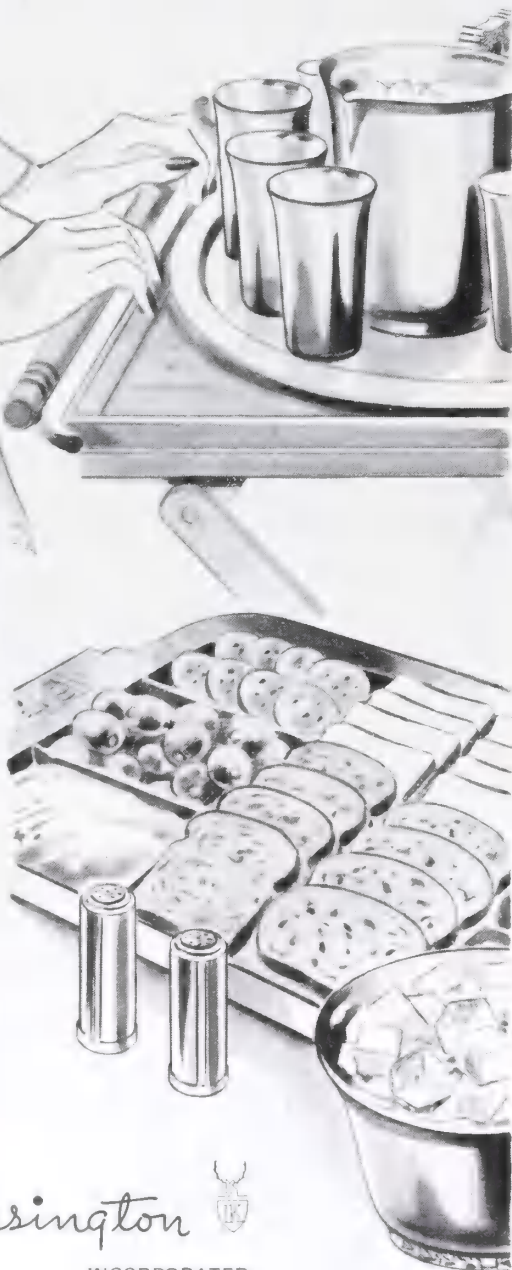


Best part of Summer

A few friends . . . some good conversation . . . and tall, frosty drinks served up in your silvery Kensington tumblers. That's the recipe for many a pleasant summer evening.

Kensington, you know, is the lovely metal with a permanent, platinum-like lustre. It never tarnishes, never stains, never needs polishing. And it always looks new.

You'll find these and other handsome Kensington hostess pieces in the smartest homes and best stores coast to coast. Choose them for yourself or your favorite bride. And use them every day for a lifetime of gracious living. Kensington is sold at fine jewelry, gift and department stores coast to coast. Write for the name of the store nearest you.



King-size Coldchester Tumblers that stay cold, hold 14 ounces . . . ideal for juleps, iced tea, soft drinks, beer; **\$4.50** each.

Distinguished Mayfair Pitcher . . . holds two quarts; **\$15.00**.

Good-looking Savoy Round Tray . . . for server or sandwich plate; **\$5.95**.

Handsome Buffet Server . . . for canapes, sandwiches, cake. Clipper Ship Tray with separators; **\$20.00**. Tray only; **\$15.00**.

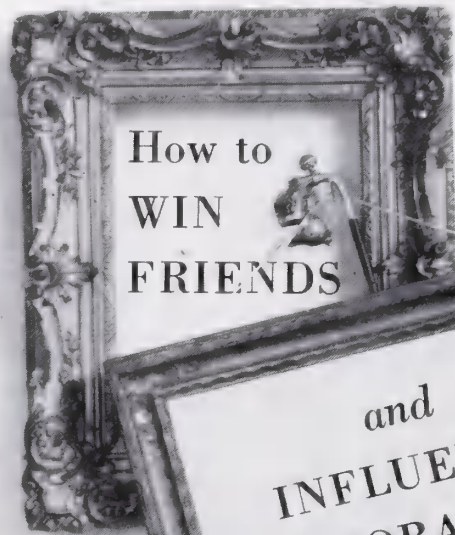
Streamlined Raleigh Salt and Pepper Shakers . . . pretty and practical; **\$5.75** pair.

Versatile Coldchester Bowl . . . for ice, fruit, or salad; **\$10.00**

Kensington

INCORPORATED

OF NEW KENSINGTON
PENNSYLVANIA



and
**INFLUENCE
DECORATING**

by Jean Tigar

I have been a decorator of houses (my own and anybody else's I could lay hands on) for a number of years now. I have spent what is usually referred to as a woman's best years visiting every junk shop, thrift shop, and second-hand store in this vicinity, and quite a few whose locations I would be at a loss to describe, because when I tried to find them a second time I was forced to conclude they were out of this world. (If all these thrift shops, junk shops, and second-hand stores were laid end to end, by the way, they'd make the unsightliest-looking mess you ever saw.)

This leads up to the fact that our house is garnished with everything from useless conversation pieces to items which are, according to recent

advertisements, worth a lot more than I paid. I also have on hand a number of things I got stuck with but this is a subject which greatly depresses me and one I'd rather not discuss.

Friends often asked where I managed to find the stuff, how I got it so cheaply, and wouldn't I take them along next time? The answer to this last is sure. Certainly. It's flattering to find someone who's that interested. But, by the same token, nothing is so disconcerting to the dyed-in-the-wool antiquer as being accompanied by a novice who is unfamiliar with the rules. That's why I thought I'd jot a few of them down. And may all your purchases turn out to be museum pieces.

The first thing to do, of course,

The elegance

of Victorian...recreated
for today's living in

**TELL CITY
CHAIRS**



To mix or match, chairs and accessory dining pieces in period styles

Send 25c for exclusive booklet explaining Period Styles and basics in decorating.

Hand-carved Rose-back, simulated Needlepoint seat (No. 4563 NP)

at all
better
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**CHAIRMAKERS
SINCE 1865**

TELL CITY CHAIR CO., Dept. 4, TELL CITY, INDIANA

is to get yourself invited. Well-meant words like, "What, you got that curly maple desk for \$25? Well, here's \$25; get me one next time you go, will you?" are almost certain to find you at home mixing up a batch of cookies and apple pan-dowdy on the day your friend goes out to look. She got that desk only after months (perhaps years) of searching, and if you'll act and talk accordingly, she will not only bless you forever, she will eventually help you find one.

Having got yourself invited, the next step is to plan your dinner accordingly. Tracking down the precious at bargain prices is the most time-stealing thing in the world, and you won't get home anywhere near the hour you hoped you would. Anyway, your husband's response to your purchases will be much more enthusiastic after a dinner of roast veal and homemade applesauce than it will be if you have to ask your companion to stop the car and wait while you run out for a can of salmon and a box of cake.

The clothes for the occasion are important, too. Mrs. W-J (I call her Mrs. W-J because I think hyphenated names lend tone to articles of this kind) will be wearing her oldest things. This she will do for two reasons. First, if you really want antiques at junk-shop prices, you will have to poke *through* junk shops, and they are always dirty. (I have heard of clean ones, but you pay a lot for the soap.) Second, the higher the style of m'lady, the higher the price of m'lamp. So don't go formal.

Now as to what happens once you are both inside the shop. After Mrs. W-J and the dealer have exchanged the usual pleasantries reserved for such occasions (This consists of a brilliant bit of dialogue like, "Hello, Sam, is today bargain

day?" and "Sure, every day here is bargain day"), the dealer will go back behind the stove and sit down. And then silence reigns. That is to say, it *should*. What Mrs. W-J hopes now is that you will feel impelled toward temporary taciturnity just as she does. Remarks like, "Look, isn't this adorable?" or "How do you think Hazel would like that for her anniversary?" can always be saved for later.

Finding bargains in such places is work that demands the utmost in concentration. Mrs. W-J is picking



up things she likes with a view to picturing them in definite places, while at the same time she is trying to guess what they were used for originally, how they will look when refinished, redipped, repainted, or just plain washed, what Sam will ask for them, what her highest offer ought to be, and how she can best convince Mr. W-J that he ought to reimburse her. You can see from this that early conversation is out of order. Just go about examining thoroughly what you like yourself (you are dealing with a firm that allows no credits, refunds,

(Continued on page 213)

NEW! Beautiful!
Stage Coach LANTERN
ELECTRIC WALL CLOCK

Combining the charm of the old with the efficiency of the new. Design will harmonize with either period or modern furniture. Lighted etched brass dial, lighted stage coach silhouette side panels, with bright brass finials top and bottom. Furnished with or without electric light. Finished in smooth ebony black or Salem, antique maple. Self starting movement, fully guaranteed. Height 17 inches, depth and width 6 1/2 inches. Available in matched pairs; 1 clock and 1 barometer.



TREND CLOCKS
ZEELAND, MICHIGAN

Sold at leading stores
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Write for beautifully illustrated folder to
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WISE IN 1865
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... to Select Your
FARIBO ^{all wool} BLANKET
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Spring Advance Sale

Today—just as in 1865—FARIBO's
ADVANCE SPRING Showing assures you
economy, comfort and style in next fall's
all-wool blankets.

Choose from FARIBO's complete range of
1950 styles and new "decorator
pastels." Your FARIBO all-wool blanket
will be delivered in the fall, freshly
loomed and untouched by shoppers' hands.

Loomed by
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72 x 90 inch—100% virgin
wool. Eight inch rayon
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... Yellow. Other colors—
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Green. FARIBO guaran-
tees every blanket against
undue shrinkage and moth
damage for five years!

FARIBO WOOLEN MILLS
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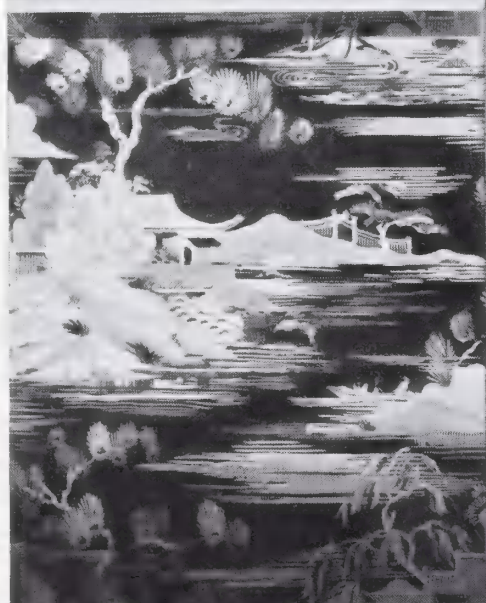


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"Snow-brush", a handsome floral, achieves an important effect. "Tracery", a delicate pattern in pure line, is a wonderful background for multicolored fabrics and furnishings. The Chinese landscape, "Macao", lends depth and perspective.

Most people prefer wallpaper. Those who buy Strahan papers know that choosing the best is real and lasting economy.

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How good is American Music?



A Red, White, and Slightly Blue Discussion

by Richard Williams

The French now say okay for *bon*. The Italians call everything "cute." The English use "bum" when they mean a man who is down and out; the original British meaning of the word (the nether part of the anatomy) has given way to the American meaning. A favorite apéritif both in Paris and in Rome is the tomato juice cocktail. In Stockholm young people call each other by their first names almost as soon as they meet, as we do, and then dance to American melodies or discuss Faulkner and Hemingway.

The American influence goes deeper than use of words, imitations of customs, and enjoyment of American gadget-ingenuity. It goes deeper than the Marshall Plan. America may still be the rich uncle, but to many thoughtful people it has also become the thoughtful mentor.

All this we know. Yet, living in the midst of it, we cannot quite sort out the active ingredients of that influence. Indeed, we have only superficially analyzed what constitutes American thought, what is the American "style." This issue of the magazine attempts to show that a truly American style has grown up in our architecture and decoration. A good and fascinating subject! And we might as well devote the music article to a discussion of the American style in music, provided that there is such a thing.

I am far from an expert on modern American music. I admit, also, that my taste goes more toward the classical than the

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Danish Porcelain



Treasured porcelains from Copenhagen, bearing the renowned hallmark of Bing and Grondahl. Lovingly sculptured, hand painted under glaze and signed by the artist—a gift to make the young bride's heart swell with pride.

Boy — about 8" high, \$30

Terrier — about 3½" high, \$10

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Air Filled
Sponge Rubber

Cuts to exact rug size
Rugs Wear Longer
AT FURNITURE AND
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295 sq. yd.



Also ask to see U. S. Non-Slip that anchors skiddy rugs flat and neat. Inexpensive by the yard.

UNITED STATES RUBBER COMPANY

modern. Moreover, if what I say should prove wrong, I can always fall back on the excuse of being too close to contemporary music (and to the American style), of being not far enough removed in time to form a just opinion. Yet I do not really believe that. I do not believe that good music needs to be old in order to be judged correctly. Even in previous centuries, when means of musical communication were not so developed as they are today, good new music did not lack admirers for long. Most of the great works were recognized, hailed, and loved as such, certainly within a generation, and usually within just a few years of their first appearance. The unrecognized genius, unwanted and unrewarded, is, in the field of music, largely a myth.

Today music has a wider audience. There are more people to judge it. Then, too, with the tempo of life speeded up, it stands to reason that values are more quickly perceived than they were before. Indeed, it is not undervaluing that is our trouble, but overvaluing. Anybody who shows any talent is nowadays lifted by the strong arm of publicity to a height where he does not belong. The word "genius" is a devalued coin; it jingles in the pocket of every press agent.

In short, I will accept the responsibility for my judgment. I believe that as yet we haven't produced any works of "serious" American music which have the spark of life in them.

AUDIENCES do not warm up to our modern concert-hall music. They don't want it. How different it is in the other arts! No one has to force the plays of Arthur Miller or the paintings of Charles Burchfield down people's throats. There is no law which says that you must read Hemingway or Faulkner. Yet people do. Are music lovers a less enlightened crew? Are they more hidebound? I do not think so. Why do they resist most of the modern American compositions with a stubbornness that is disheartening? Could the trouble be not with the audience but with the music?

Where is the symphony, the tone poem, or the opera over which the audience can really wax enthusiastic, at the end of which people burst into genuine applause? You say that the audience is not "educated" to new music, that time will have to elapse before they understand it. I say no, taking a leaf from music's history. I say that the warm, strong American work still

(Continued on next page)

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CONTINUED FROM PRECEDING PAGE

seems to be around the corner. As Thomas Beecham said about modern English music, American music shows promise. It is, in fact, one long promissory note.

CERTAINLY American composers have written music of quality. Skill stands on a high level. Everything that can be learned has been well learned. What seems to me to be missing is neither the head nor the hand, but the heart. Our serious music seems to avoid almost on purpose a direct appeal to the emotions. Much of it is very clever, some of it is exquisitely wrought. Little of it seems to have been brought to the surface with the great rumbling drive of molten emotion. The music is served cold or, at best, lukewarm. It does not sizzle. Too much of it is influenced by European models and particularly by the German school of Schoenberg, Alban Berg, Hindemith, and others. Now, there is nothing wrong in being influenced. All art is influenced. Only a madman is entirely independent. But along with learning from others must come the ability to feel for yourself.

Very few of our native compositions express feelings which we recognize as being close to home, and which are so intensely and passionately stated that we are bound to respond to them.

The absence of real emotion estranges the music from us, who are emotional folks. Dry intellectuality is not one of our characteristics and cannot express the "American style." This is the core of the difficulty, and not the fact that modern music is "unmelodious" or "dissonant" or "too compressed" or any of the other apologies put forward to prove that the public is incapable of listening to contemporary language. Unmelodiousness and dissonance we get in our literature also. American writers no longer write in the tropical style of Poe nor in the "melodious" plum-pudding style of Dickens. Does that bother anybody? Do not people who read our books accept it, understanding that harshness is the logical means for the expression of the emotions of our dissonant times?

So for one fiery work such as Aaron Copland's *Appalachian Spring* or the last piano sonata by Samuel Barber, we get a dozen

(Continued on page 211)

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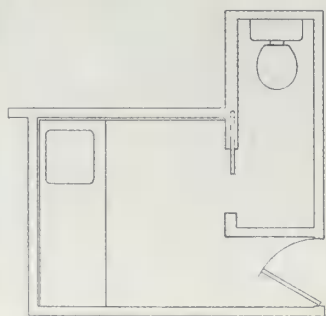
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These colors are correlated for subtle harmonies or dramatic contrasts. The powder room above has walls of Sky Blue *Vitrolite*.



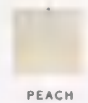
CADET BLUE



DARK GRAY



CACTUS GREEN



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RED

PLUS BLACK AND WHITE



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A RED, WHITE, AND BLUE DISCUSSION

CONTINUED FROM PAGE 206

works of pithy intelligence but of nemic blood. The result is that when the *Second Symphony* of Roger Sessions is played in Carnegie Hall (and he is no doubt an able composer), Olin Downes (no doubt an able critic) writes in the *New York Times*: "For us it was painfully studied and artificial piece of writing. This does not mean anything less than completeincerity and lofty purpose on the composer's part. It means to this writer, after a single hearing, a symphony that is most carefully worked out, but does not convince or communicate."

But there is one department of music in which we excel, one kind of American music which does convince and communicate. That is our popular music. What! you exclaim, do you mean to set those inconsequential songs, these light and fleeting productions, these manufactured sweetmeats against the serious and thoughtful music of our composers?

Well, I am not concerned here with critical comparisons or with evaluations of the ultimate worth of popular music. I am merely looking for the genuine American music. Since the Negro spirituals and folk songs, which we all accept as genuine American music, are of an older vintage, the vital, modern

music is to be found on Broadway. Yes, Broadway, not Carnegie Hall. It is to be found in the works of such composers as George Gershwin, Richard Rodgers, and Cole Porter. Here we have created our own style. Here we compose with confidence, with the knowledge that we are doing something that is individual and independent. This music is good! It is *very* good. If it is light and superficial, it is at the same time genuinely new and honestly emotional. It expresses our temperament. It pleases millions (not only here but abroad) and is sung and hummed by thousands. I don't believe that a thing must be good because it is popular; but I don't believe the reverse, either. Oh sure, some of the popular stuff is marshmallow sauce, with artificial coloring added. But the best of it—to be found in the *Rhapsody in Blue*, in certain parts of *Porgy and Bess*, in *Show Boat*, *Oklahoma*, or *South Pacific*—is valuable and ought not to be treated too cavalierly in historic considerations. It isn't so fleeting either. Check up and find out how old some of your favorites are. You may be surprised to learn that they have been around for a good many years, long enough to indicate that a consistent "American style" is developing in music.

YOU DON'T HAVE TO TAKE OUR WORD

CONTINUED FROM PAGE 145

"If architects discovered little that had not been implicit in the writings of Horatio Greenough in the Mid-Nineteenth Century and explicit in the teaching of Louis Sullivan and Frank Lloyd Wright at the beginning of the Twentieth Century, it was interesting that the decades of the thirties and the forties witnessed the belated appreciation of these pioneers in the creation of an American tradition . . ."

—HENRY STEELE COMMAGER, *The American Mind*.

"The remarkable thing is not that America should change and cease in the old sense to be American, but that despite change it should remain so much the same. Perhaps this is because the original American idea embraced change, so that Americans of the Seventeenth, Eighteenth and Nineteenth Centuries . . . would recognize the America of today as the fulfillment of their own prophecy."—RALPH BARTON PERRY, *Characteristically American*.

"Americanism is not a static thing, crystallized by habit, custom, authority, and dogma, but a broad and flexible purpose

(Continued on next page)

Draftless Ventilation FOR YEAR 'ROUND COMFORT

Stock-size precision-built units with louvered sections at top, bottom or sides of stationary window pane, may be used singly or in groupings, for new construction or remodeling.



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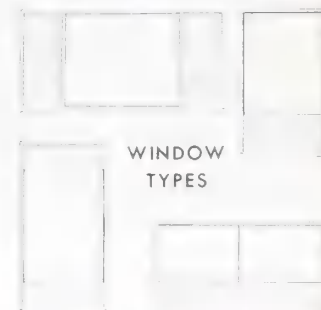
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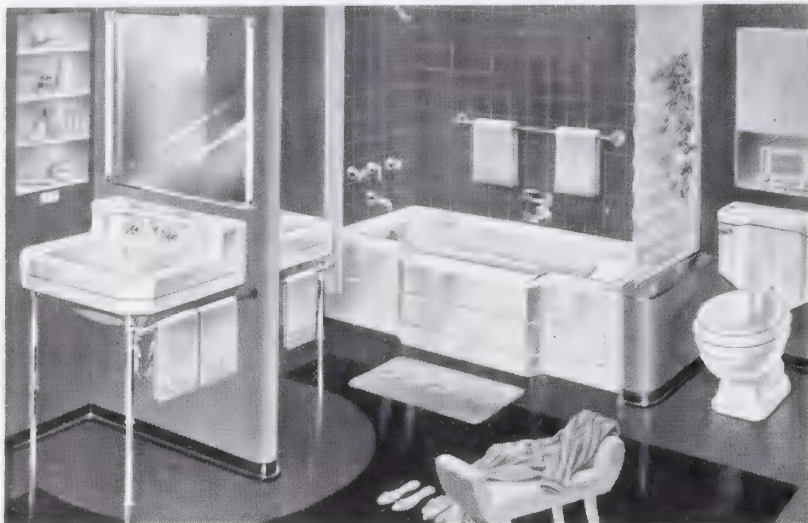
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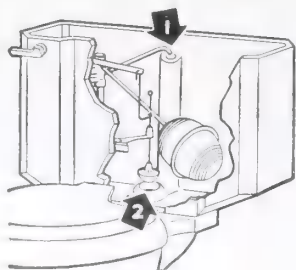
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YOU DON'T HAVE TO TAKE OUR WORD

CONTINUED FROM PRECEDING PAGE

which is adaptable to altered conditions, and which moves to new frontiers when old frontiers have been left behind."

—RALPH BARTON PERRY, *Characteristically American*.

"Theories and speculations disturbed the American, and he avoided abstruse philosophies of government or conduct as healthy men avoid medicines. . . . No philosophy that got much beyond common sense commanded his interest. . . . In politics, too, he profoundly mistrusted the abstract and the doctrinaire. . . . No party whose appeal was primarily intellectual could command his support." —HENRY STEELE COMMAGER, *The American Mind*.

"The only way you can find out what is American is by studying what is English, French, Scandinavian, German. You find out what is not American. . . . The important things in the national character are things that everybody takes for granted and doesn't think about. . . . The position of women in American society is an example. We take it for granted that girls go to college and have their own property. They don't everywhere else."

—HENRY STEELE COMMAGER, interview in the *New York Times*.

"In the 1830's, when European architecture seemed given over to a future of muddle, indecision, and despair, a new architecture was growing up on the American prairies. From 1830 to the time of the Columbia Exposition of 1893 the "Loop" area in Chicago was the center of architectural development not merely for the United States but for the whole world."

—SIGFRIED GIEDION, *Time, Space and Architecture*.

"From the beginning, styles in America were imported. They were not developed in the country but came here full-grown. None of them in the Nineteenth Century—romantic, Victorian, Tudor, Gothic revival—is representative of the American spirit, whose adventures and changes went on outside their narrow limits. The manor houses of the romantics, the Victorian villas, even the doorways and columns of colonial dwellings—charming as they are—mislead rather than inform us about that spirit. The elements of American architecture have their sources elsewhere."

—SIGFRIED GIEDION, *Time, Space and Architecture*.

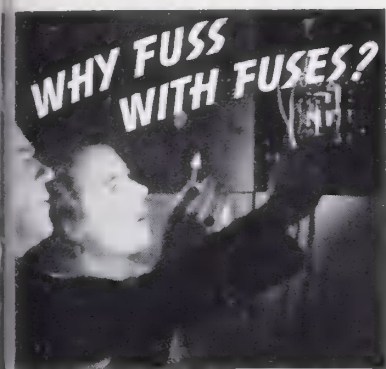
"The more or less explicit idea governing most of our art criticism has been that our art would naturally become a sequence within the art of western Europe. . . . This is to disregard the ways in which cultures have grown and been sustained in the past. Most cultures have at some time been subject to foreign influences, but surely the center of growth of any distinctive culture is to be found within the social organism and is created by peculiar and irreducible social forces . . . whether or not we derived our early motivating ideas from Europe, these have been shaped to our own distinctive ends."

—CONSTANCE ROURKE, *The Roots of American Culture*.

(Continued on page 214)

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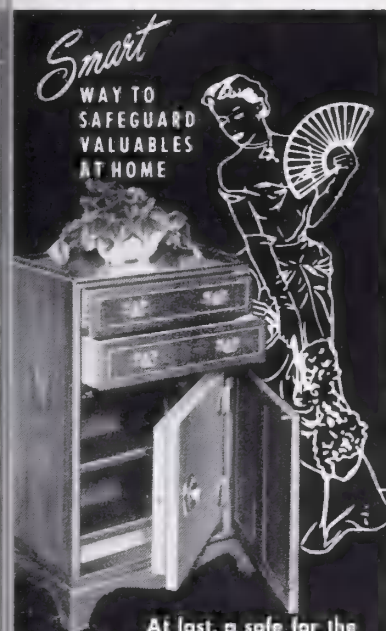


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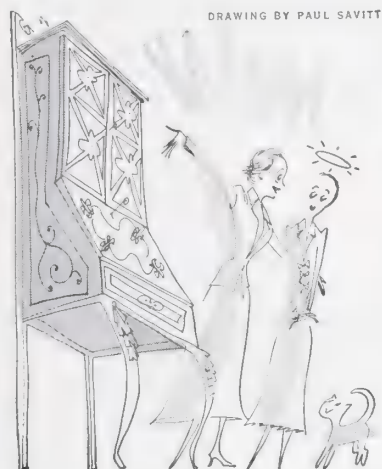
HOW TO WIN FRIENDS AND INFLUENCE DECORATING

CONTINUED FROM PAGE 203

or exchanges, remember). You will find yourself so completely absorbed by the time Mrs. W-J says brightly, "Find anything?" that her remark will come as a gentle intrusion on your privacy.

Even if you don't see anything special, try not to show it. Nothing takes the kick out of Mrs. W-J's "antiquing" quicker than a companion's he's-got-nothing-so-let's-go attitude. You really can't tell that quickly anyway. Keep in mind the fact that this kind of shopping takes time and patience, and frequently there is gold beneath the dross, but you have to be willing to dig for it.

This might be a good time to inquire if the dealer has any old books. Often he has on hand volumes which are not rare or unusual



in themselves, but which could yield the makings for that series of framed pictures you'd like to hang over the couch. Or you might look into the cutlery situation. Sometimes there is to be found, in the shoe box in which Sam keeps antique string, rusty pancake turners, and bent thumbtacks, a beautiful serving spoon or pie knife or a piece of old jewelry.

Now we come to the point where you pick up your respective finds and compare notes. This you do at the front of the shop and in whispers, so Sam can't hear. This is merely a piece of stagecraft, because he will hear you even if you use sign language. Should Mrs. W-J hold up a vase, just nod your head or give other lukewarm evidence that you like it. Try to hold your enthusiasm in check and refrain from whispering, "If you don't take it, I will." You can be as definite as
(Continued on page 216)

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Here in the buoyant luxury of Karpen's exclusive Pil-O-Rest is the kind of sleeping comfort you've been looking for! Designed for complete body relaxation, Pil-O-Rest alone offers

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Vogue Pre-shrunk* Organdy, official "wash test" report from Better Fabrics Testing Bureau, Inc., and name of nearest store featuring these new Vogue Pre-shrunk* Organdy Curtains.



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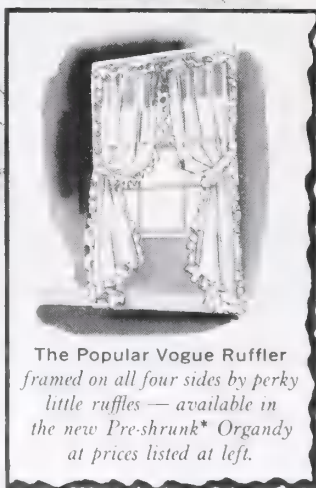
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The Vogue Ruffler, shown at right.

42" wide x 72" long, about \$5.98

42" wide x 90" long, about \$6.98

Also available in these styles is Vogue's budget-priced Lucerne Organdy — the 40" x 90" Priscilla, for instance, is only \$4.98.



The Popular Vogue Ruffler framed on all four sides by perky little ruffles — available in the new Pre-shrunk* Organdy at prices listed at left.

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CONTINUED FROM PAGE 212

"Historical styles are particularly uninformative with regard to what was actually going on in America. They arrived here full grown and give little insight into the constituent facts of the native American development. During the eighties European architecture lost more and more of its dignity . . . American independence of Europe showed itself in the development of new and logical forms for tools and furniture, and in the informal and flexible ground plan of the American house."

—SIGFRIED GIEDION, *Time, Space and Architecture*

"No society has been free from alien or antecedent influences so common has been the mixing of cultures through migration, conquest and simple loot. Obviously American culture has inherited the general forms of culture developed by Western civilization. If correspondences are sought between the arts in this country and those of Europe it will be easy to find them, in any period. If one looks for a 'lag', innumerable instances may be discovered in which the arts have appeared later here than in Europe. But the arts that are mainly derivative are likely to appear slowly, even to be thin and feeble."

—CONSTANCE ROURKE, *The Roots of American Culture*

"Though we . . . acknowledge . . . our indebtedness to European sources, the record proves that we have just as consistently adapted and modified the original form of our borrowings to give them the stamp of our own character. It is also true that the greater the spread of any single group of these influences, the more peculiarly American their quality has eventually become. This capacity for absorption and re-creation is, therefore, an integral part of our tradition both social and cultural, and is its strength rather than its weakness. We cannot, therefore, deplore our natural susceptibility to these external influences. To adopt and adapt is not to ape. —MEYRIC R. ROGERS, *American Interior Design*.

"As a nation we have often been hesitant and apologetic about whatever has been made in America in the vernacular tradition. Perhaps the time has come when more of us are ready to accept the challenge offered to the creative imagination by the techniques and forms which first arose among our own people in our own land."

—JOHN A. KOUWENHOVEN, *Made in America*

"To understand better the immense accomplishment of the Brown Decades (1865-1895) in architecture, one must be aware of the two continuous lines of movement which were started then, but which have become more visible and better defined in our day. One involved the application of the machine to architecture. . . . The other movement, typified by the work of Richardson, Sullivan, and Wright, has been a conscious orientation of architecture toward new forms of expression, forms which compre-

hended, not merely the automatic developments of the mechanical age, but the role of the land itself, human habits, human desires, human institutions."—LEWIS MUMFORD, *The Brown Decades*.

"Taste, regarded in the large, is not something that can be cultivated in an old curiosity shop or a museum: it is a much more robust and fundamental matter than this, and it has its roots not in historic treatises and guidebooks, but in the myths of religion, the needs of social life, the technic of industry, and the daily habits of a people."

—LEWIS MUMFORD, *American Taste*, Harper's Monthly Magazine, October 1927

"Shaker functionalism may likewise have sprung from the frontier pattern of experience, out of which indeed a whole American attitude was developing: if something worked, hold on to it; if not, discard it."

—CONSTANCE ROURKE, *The Roots of American Culture*.

"When it comes to judging the expressions of national characteristics, particularly in works of art, the striking validity of nationalism cannot be denied . . . In the greatest works of art the local idiom is there of necessity, conditioned by the local material, the inherited and basic shapes, the reflections of the familiar type. Whatever borrowings are done must be done to the end of a humble usefulness. For there is no arrogance in great art, no feeling of exclusion."

—SAMUEL BARLOW, *Composer*.



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HOW TO WIN FRIENDS AND INFLUENCE DECORATING

CONTINUED FROM PAGE 213

you please about any of the items that you *don't* like, though.

Now a few words about leave-taking. After all negotiations have been completed, the stuff has been paid for, and you are both on your way out, do not show surprise if Mrs. W-J turns to Sam and says, "Oh, that thing on the shelf in the window there—what do you want for that?" You know she has had her eye on this number all the time, because, even before you entered the place, she nudged you and nodded in its direction. But she covets it over all the newspaper-wrapped parcels she is now carrying, and she feels she will get it cheaper if she approaches Sam thus. Whether she gets it or not, just make a mental note of it for future personal reference. This is an old trick, and Sam is wise, but it sometimes works, depending on how easily he is caught off guard, how business has been lately, and whether or not his corns hurt.

Don't be discouraged if you come home empty-handed after your first trip or two, by the way. Sometimes it is necessary to make several tries

before the object of your search shows up. It's these repeated tries that yield the most fun anyway, for, while the Prize Package may elude you again and again, you'll gradually begin to pick up other items you never expected to see. Best of all is the fact that shopping thus works happily in two directions. It decorates a house in the most painless sort of way, and it is guaranteed to cement firmly the friendship begun with the dedication of two dizzy dames to finding something for nothing!



You can decorate with plants

PHOTOGRAPH BY JULIUS SHULMAN



• Modern decorators have put plants into the limelight. At the Levin home, a well was designed in window ledge for artistic arrangement of tropical foliage. The plants, framed by window, dramatize the long couch yet are safely out of range. Coffee table designed by Greta Magnusson Grossman.



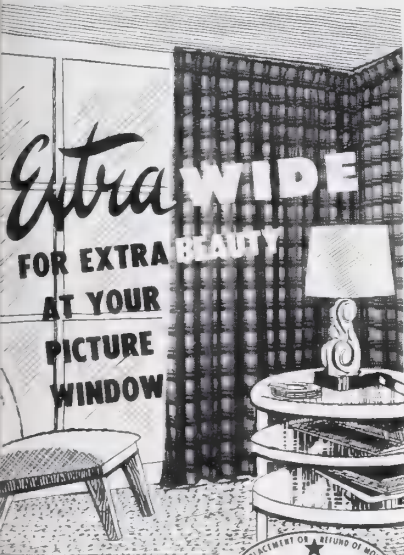
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PHOTOGRAPHS BY GOTTSCHO-SCHLEISER



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AN ALPHABET OF ABOMINATIONS

A cautionary check list for
the American living room

by Vivian Mercier

AMERICA is a land of attics, but did it ever occur to you that we don't make half enough use of them? Take a look around Mrs. Clutter's living room, for instance. A prominent case of mistaken identity. The poor woman's confused it with her attic.

It's the trivia that causes the trouble. Bet you most of that stuff was given her by people whose names she can't even remember. As the Good Book says, "It is more blessed to give than to receive." Then you don't have the bother of finding some place to put the junk.

Take a look at your living room.

Yep. I thought as much. I have an alphabet of abominations all ready for you to mull over, my personal nominations for oblivion. Mull before you remove, but try to be objective. Sentiment is fine, but keep it out of the living room except for very special occasions. To wit:



is for Ash trays, an Avalanche of them. What's the matter with an ash tray looking like an ash tray, instead of an old foot, or a football, or a cello?



is for Book ends. Billions of them. Standing guard over dead books like so many tombstones—only who ever saw a chromium airplane or a porcelain sailboat in a graveyard?



is for Coasters. Curse 'em. When the guests stop using them, you know the party's a success. Here, Junior, these'll skim fine across the pond.



is for Doilies, the fig-leaves of furniture. Under the haggard exteriors of these dust collectors often lurks a noble piece of wood.



is for Etchings, last refuge of the alcoholic artist. When he sees double, he's ripe for those quaint and mellow, faint and yellow "Corners of Olde England."



is for Frills and Fur-belows, Fuss and Feathers, Follorol and Flounces. Fooyey!



is for Glass and Glitter, Gilt and Gloss. So slick you can see through them. High time somebody did.



is for Highball Horrors, those darling glasses with the drunks and pin-up girls on them. Sure, Bud gave them to you and he's *more fun*. Next time he comes, use them—but give him his drink in the attic or the nursery.



is for Inkstands, heavy, squat, and solid silver, with little trays full of whiskered pens, paper clips, and old erasers. Convenient lethal weapons, but why does the ink always turn to mud?

(Continued on page 228)



A Bradford Group barrel chair is also available.

from Karpen Dyersburg Galleries

Beauty . . . charm . . . and enviable luxury for your living room! Here is truly fine furniture priced in terms of thoughtful economy. Masterfully crafted in the Karpen tradition for comfort, each piece contains the quality materials and workmanship that have distinguished Karpen Guaranteed furniture for 70 years.

New and exclusive fabrics were specially loomed for the Bradford Group in a multiple choice of striking, harmonious colors. All exposed wood surfaces are solid Honduras Mahogany. Together, these handsome correlated pieces can bring to your home an inviting atmosphere of graceful comfort and rich distinction. See the Bradford Group on display at your nearest Karpen dealer's.

S. KARPEN & BROS.

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*Manufacturers of Guaranteed Furniture, Mattresses
and Transportation Seating*

Available at Better Furniture and Department Stores



A Helpful Full Color Booklet For You!

S. KARPEN & BROS., Dept. HB-50
636 W. Cermak Road, Chicago 16, Illinois

Enclosed find 25¢ in coin for my copy of "How To
Choose And Care For Fine Upholstered Furniture."

Name _____

Address _____

City _____ Zone _____ State _____

*Precious beauties that
cost precious little!*

CLOSET ACCESSORIES OF VINYLITE BRAND PLASTICS

A closet-full of beauty and convenience is yours with these colorful Protex accessories made of superb, long-lasting "Vinylite" Brand Plastics! They help you make the most of every inch of space, protect clothes, blankets, comforters from moths and dust . . . and they cost less than you'd ever dream! The new full Openmatic* feature on the garment bags makes it easier than ever to get clothes out, or put them in. And just look at those lovely new decorator-approved colors! Match your accessories, or combine two colors for a smart, new look! Ask for these closet accessories of "Vinylite" Brand Plastics—at better stores. Pronounce the trade-mark "Vine-na-lite."

*Reg. U. S. Pat. Off.

Moth- and dust-proof when properly closed
Luxurious-looking . . . new decorator-approved colors
Lastingly pliant, thus longer-wearing
Wipe clean with a damp cloth
Resistant to fading, cracking, mildew



Accessories by
Protex Products Co., Inc.
347 Fifth Avenue
New York, N. Y.

**YOU KNOW
IT'S RIGHT
IF IT'S...**



To be sure of top quality when you buy closet accessories, shower curtains or other things made of plastic, always ask for "Vinylite" Brand Plastics. These superior materials are produced by a dependable company—Bakelite Division, Union Carbide and Carbon Corporation. The "Made of VINYLITE Brand Plastics" signature assures you best performance. Always look for it.

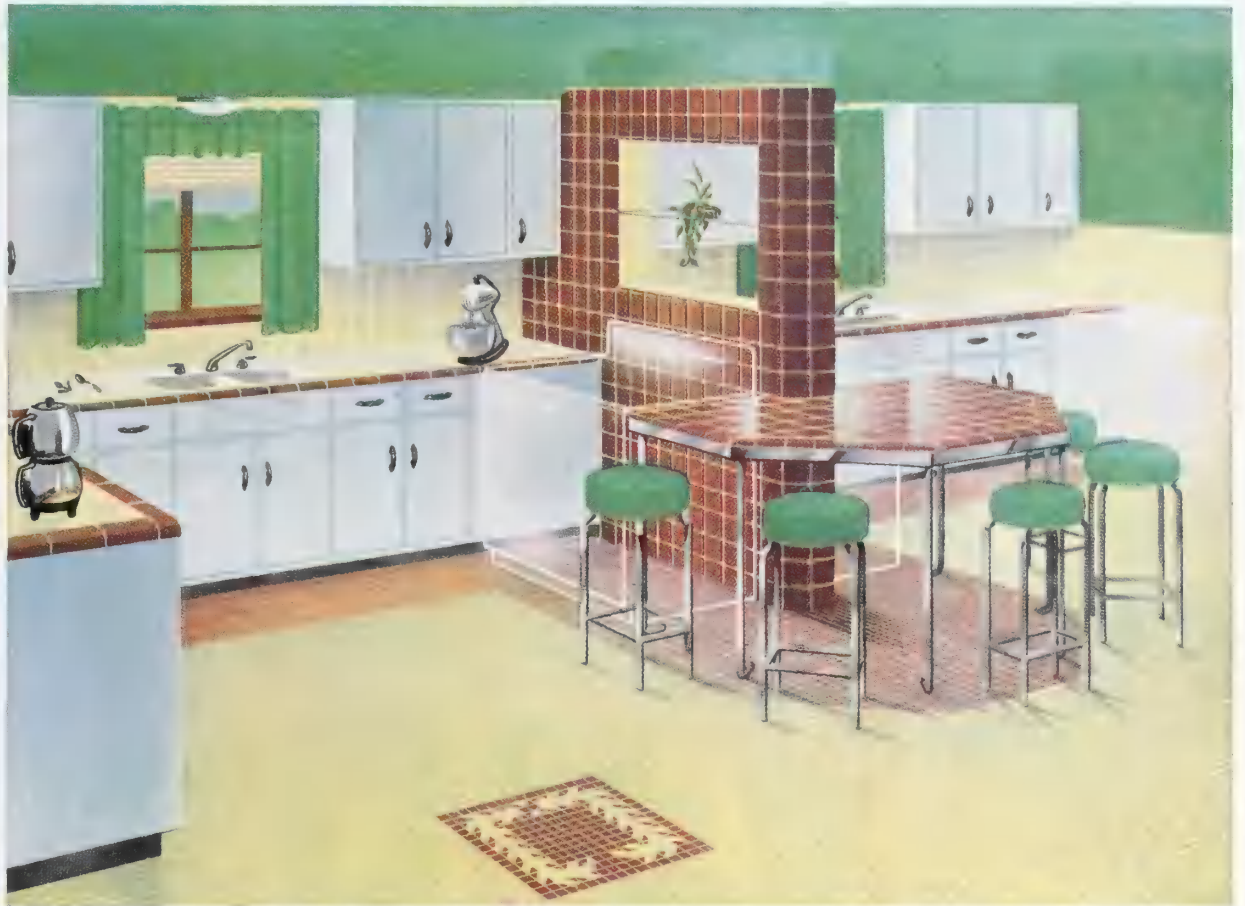
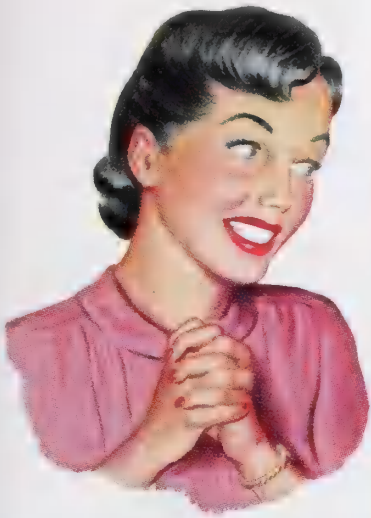
BAKELITE DIVISION
Union Carbide and Carbon Corporation **UCC**
30 East 42nd Street, New York 17, N. Y.

Beginning: a lifetime romance...

between a lady

and her

Suntile kitchen



...and they are going to live happily together forever after!

Real clay Suntile is so everlastingly bright and cheerful, so wonderfully easy to live with and work with—any lady would find it hard to resist!

Using Suntile's Color-Balance she can decorate her kitchen (bath or utility rooms) to her heart's content. There's an almost endless number of harmonious blends to choose from. And all in exclusive new Suntile colors.

Suntile will not tarnish, fade or stain. It *stays* bright and new-looking—even after years of

hard wear and exposure to dirt, grease, steam and many acids.

Walls and floors of this real clay tile need no more maintenance than the stroke of a damp cloth. There is no refinishing, or redecorating expense ever! Enough to capture the heart of any homemaker!

To get interiors that *you'll* fall in love with, make a date with your Authorized Suntile Dealer. He has been specially trained to give you the guaranteed expert installation this fine tile deserves. You can get his name from your phone book or by writing us.



"Personally Yours" a new Suntile idea book

Send today for your free copy of this beautiful booklet. Shows you how to express your own decorating ideas, tastefully and originally, in radiant, new Suntile colors. Write to Dept. HB-5, The Cambridge Tile Mfg. Co., Cincinnati 15, Ohio.

COLOR BALANCED

Suntile

..... A real clay tile
.... Bright with color
..... Right for life



SUNTILE OFFERS YOU BOTH • BETTER TILE • BETTER INSTALLATION

lovelier and longer lasting

Berkshire *COMBED** Organdies

Smooth-spun and sheer, they're perfect for every room in your home. Dress your windows with Berkshire *Combed* Organdies for exciting decor at a tiny price and small upkeep. Berkshire *Combed* Organdies are vat dyed, have plenty of fullness and extra deep ruffles . . . are available in purest whites, off-whites, luscious pastels and dramatic deeptones. Permanent finished so you don't need starch . . . They're easy to wash, easy to iron—easy to buy at better stores everywhere.



* *Combed* fabrics are stronger, smoother, softer. Combing selects the long fibres—discards the short ones. *Combed* fabrics are superior. All Berkshire Fabrics are pre-tested *combed* fabrics!



Send for free booklet "Fashions in Windows". . . Unusual curtain ideas for every window. Write your name and address on a penny postcard—Berkshire Fine Spinning Associates, Dept. HB 5, P. O. Box 216, Canal Street Station, New York 13, N. Y.



Berkshire® PRODUCERS OF FINE *COMBED* COTTON FABRICS FOR MEN'S, WOMEN'S, CHILDREN'S WEAR AND FINISHED CURTAINS

FURNITURE THAT CAN STAY OUT

CONTINUED FROM PAGE 166

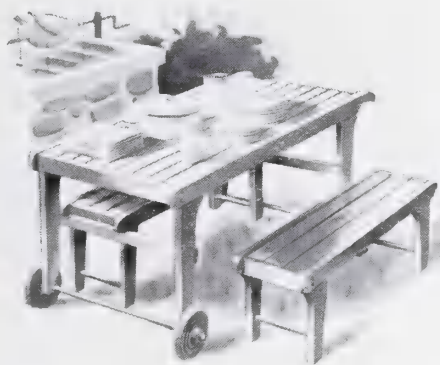
Life will be pleasanter this summer if you don't have to pamper your outdoor furniture. For example, the wrought-iron chair (Number 1, page 159) from Gallo Original Iron Works, Inc., weathers the elements if you keep finish on frame intact. Light pillows can be

easily gathered up, a whole set at a time, to take inside if it rains.

Another trick is to cover bulky cushions with plastic, like the wrought-aluminum chaise from Molla, Inc. (Number 2, page 159). Furniture below and opposite, is also sturdy, maintenance-free type.



Your metal furniture is only as good as its finish. Only finest Dupont finish is used on tubular steel frame and metal grills of cart. Folding chair is anodized aluminum with Troyduck. Frames are polished zinc plating to resist rust. From Troy Sunshade Co.



The wood table, above, with matching benches that nest under it, is compact and mobile and invites eating in open. Grip handles, tilt slightly and big wheels take all weight. Air-cooled, open-slatted wood is finished in tested enamel. From Goshen Mfg. Co.

ALL SKETCHES BY MARTIN WARSHOW



Remember that contact with damp ground rots rattan, so use outside discriminately unless you have a dry climate. Keep plastic sheet under seat cushions. Chair and two-tiered cart are made of finest East Indies rattan. From American Chair Co.

(Continued on next page)

Note textured grain, staggered edges, and beautiful weathered appearance of these shingles.



American Colonial—

Most Popular
Asbestos Roof
ever developed!

- ★ because—American Colonial Shingles last 40 years Plus*
- ★ because—they're fireproof, rotproof, weatherproof!
- ★ because—not one has ever burned or worn out!

Just before the war, Johns-Manville introduced a new type of asbestos shingle—the most beautiful low-cost asbestos shingle in J-M's 90 years of roofing experience!

This shingle, called "American Colonial," is *rigid*—permanent as stone. It is an outstandingly *better* value in roofing shingles because it is made from materials that are practically *indestructible*—asbestos and cement. Johns-Manville

American Colonial Shingles have all the charm and beauty of weathered wood, and they come in many pleasing colors to meet your preference or architectural requirements.

If you are considering a new roof for your present home, or plan to build a new home, we strongly recommend that you see your Johns-Manville dealer about this new development. Why not write us today for the brochure below?

***LAST 40 YEARS PLUS!**—Thousands of J-M Asbestos Shingles have now been in service 40 years and more. They're still as fireproof, rotproof, and weatherproof as the day they were applied. No signs they won't last another 40 years or more! That's why we say American Colonial Asbestos Shingles last 40 years PLUS.



FREE Write today for a **FREE** copy of our full-color brochure, "American Colonial Asbestos Shingles." Address: Johns-Manville, Department HB-5, Box 290, New York 16, New York.



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Mounting product
demand—new
modern more efficient
machinery makes possible
amazing price reductions.**

*distinguished product of the
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ELKAY
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Still THE FINEST SINK MONEY CAN BUY

Only SINK GUARANTEED TO OUTLAST YOUR HOME

Can't CHIP, FLAKE OR WEAR THROUGH

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Lustertone and you'll enjoy the finest.
Check the thrifty new prices before you plan,
build or remodel. Use coupon below.



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ELKAY MANUFACTURING COMPANY Dept. A-8
1876 South 54th Avenue • Chicago 50

- ☐ Please send free colorful catalog and new low prices
☐ Plastic Bound "IDEA FILE"—boon to kitchen planners (25c)

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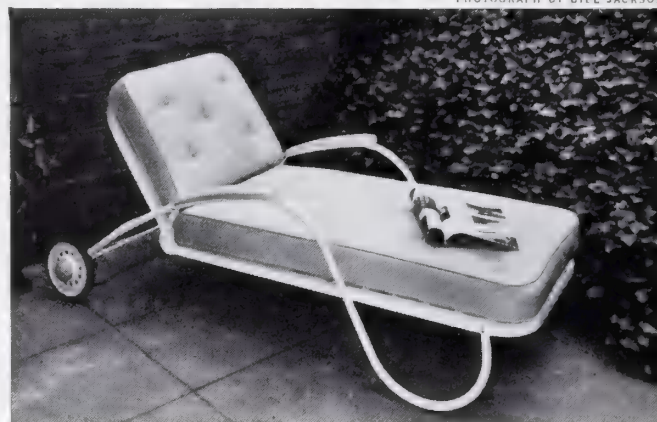
FURNITURE THAT CAN STAY OUT

CONTINUED FROM PRECEDING PAGE



New style note in chairs, above, is back of plastic cord with core of strength-giving nylon. Contour wood seats stay cool. Lazy Susan coffee table is new. From Dillingham Mfg. Co.

PHOTOGRAPH BY BILL JACKSON



A chaise longue invites summer relaxation, if it can be moved with ease to your favorite location. You can order a protecting plastic sheet with this. Vincent-McCall Co.



Put tables that can take wear and tear on your terrace or under trees. Table is a useful buffet or takes a cozy number of seated guests. Of weather-proof redwood and copper tubing.

TWO PHOTOGRAPHS BY MAYNARD PARKER



Another version of table, above, is this one in coffee-table height. Such a table is as serviceable as your living-room cocktail table. Chairs, tables, manufactured in California by Cliff May.

Shutters can serve more than one purpose

PHOTOGRAPH BY ROBERT C. CLEVELAND



• The wide expanse of a bay window is dramatized with old-fashioned inside shutters. They not only add interest, they're practical too. When the louvers are angled, glare is cut down, ventilation is improved. Shutters provide privacy also, and they're wonderful for blocking out an unpleasant view. The room shown is in the home of Mr. and Mrs. Harry Moss.

SENECA CRYSTAL

AMERICAN
CRAFTSMANSHIP
AT ITS
BEST!

"Elegance"

The exquisite beauty of this lovely hand-cut crystal pattern, will surely lend elegance to the Bride's table.

Illustrated circular and
name of dealer nearest you
upon request.



SENECA GLASS CO. MORGANTOWN, WEST VIRGINIA

*to match your
dreams*

From the busy cabinet shop of John Goddard, citizen of Rhode Island prior to Revolutionary days, is handed down the inspiration for The Old Newport—a solid maple bedroom group by Continental incorporating the same purity of style and excellent craftsmanship as in the original.

Continental makes furniture for the bedroom exclusively—of unsurpassed quality—every piece authentic in design and made for those who appreciate the finest quality.

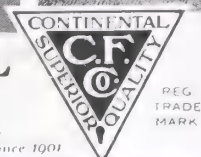
A booklet of Continental solid mahogany bedroom pieces is available for 15 cents.



The **CONTINENTAL**
FURNITURE COMPANY

HIGH POINT N. CAROLINA

Designers and Makers of Fine Furniture Since 1901



The Old Newport

SOLID MAPLE
Old World Finish

As an architect, I selected Webster Baseboard Heating for my own home. That was three years ago—I would use it again if I were building today.



Residence of W. Marshall Hughes, A.I.A., Wyomissing Hills, Reading, Pa. Architect: W. Marshall Hughes. Builder: W. M. Hughes & Son, Inc. Heating Contractor: Corbit's, Inc.



As a home owner interested in fuel economy, and as an architect concerned with over-all appearance and design, W. Marshall Hughes is enthusiastic about Webster Baseboard Heating.

"After three heating seasons, I have found that Webster Baseboard Heating uses less fuel than estimates submitted on all other types of heating. Webster Baseboard Heating gives me more uniform comfort and cleaner heating than any system I have used."

Modern, Uniform Heat

Webster Baseboard Heating is perfected hot water heating installed behind a specially-designed metal baseboard around the exposed walls of a room.

Webster Baseboard Heating is clean heat, convected heat . . . radiant heat in its most practical form. Even in sub-zero weather, tests have shown less than 2

degrees variation from floor to ceiling.

With Webster Baseboard Heating, you have complete freedom in arranging furniture. There's nothing to interfere with drapes or furniture. No chance of scorched, soiled or dried-out furnishings.

Cleaner, More Economical Heat

Heating is always gentle and mild but fully adequate with Webster Baseboard Heating. Air enters at floor line, passes over finned copper heating element, is warmed, and flows out of the top of the baseboard, supplying constant, even circulation. Fuel consumption is at a minimum.

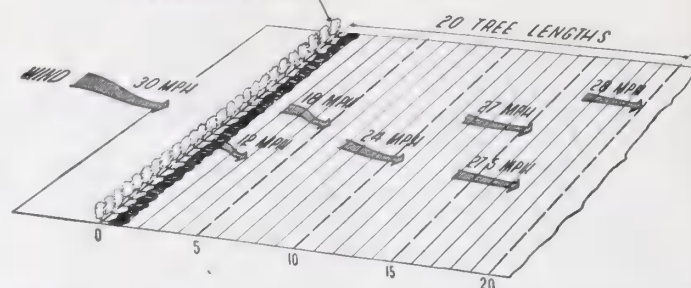
Your local heating contractor can install it. Fuel can be gas, oil or coal. Webster Baseboard Heating is a development of Warren Webster & Company, an organization with a record of more than 60 years leadership in heating systems.

Write for booklet, "Questions and Answers about Webster Baseboard Heating." Address Department HB.5, Warren Webster & Company, Camden 5, New Jersey

Webster

BASEBOARD HEATING

TREE BELT



This diagram shows you how a tree-belt cuts down the wind. You can see that it reduces the wind velocities very sharply in its immediate lee. The effect diminishes with distance—but even at 20 times the height of the tree-belt, the wind has not yet regained its original velocity.

too much climate

CONTINUED FROM PAGE 175

the edge of the great winter sunshine belt. From 50% to 60% of all winter daylight will be sunny. Unlike your neighbors to the east, you can count on enough winter sun to help with the heating bills. So all your windows want to be carefully studied with an eye to harnessing maximum winter sun. Here you can follow standard solar window rules on size and exposure of glass areas. (See "How to Put a Harness on the Sun," October 1949 issue page 158 and "How to Control the Sun," March 1950 page 105.)

But before you buy those windows, you'd better check on another paradox of the Missouri River Valley—namely, that in winter, sun and wind come generally from the same direction. For eleven months out of twelve, the prevailing winds blow from the south and southwest. Only in February do they come from another direction—northwest. This means that the side

of your house which is being warmed by the sun is, at the same time, being chilled by the wind. In summer, this is a puzzle that can be solved in your favor, but, in winter, it is a tough nut to crack.

THE tried-and-true prairie custom of planting tree belts as windbreaks is sound. As the drawing on this page shows, they do cut down wind velocities and thus reduce the chilling effect on your house. If such tree belts are planted to the northwest, they will slow down the coldest winds, and, incidentally, give you July shade where you need it. But planted to the south, such windbreaks will cut off the welcome winter sun as well as the unwanted wind. If the trees are deciduous, the bare branches won't cut off much sun. But then they won't cut off much wind either—not as much as evergreens. Naturally, winds vary with each area, even with each lot,

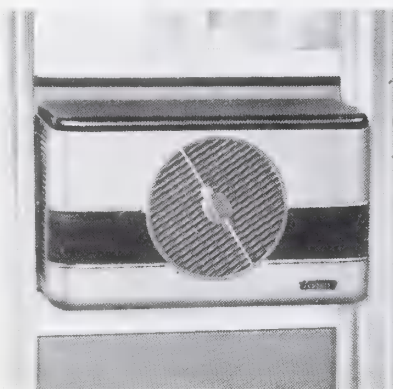


Old Western custom of putting porches on southwest end of house is part right, part wrong. It's right if north side of porch is open, so prevailing south winds can really sweep through. But it's wrong unless you also break late summer afternoon sun. In this porch, it is done with vertical louvers on west.

LAUGH AT HOT NIGHTS!

Keep COOL and
SLEEP with
a new
Fedders Room
Air Conditioner

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ONLY



The New Fedders Room Air Conditioner fits in window, plugs in like radio; cools, dehumidifies

Don't spend hot, sleepless summer nights just wishing you had an air conditioned bedroom. Now you *can* have a real electrically refrigerated air conditioner at the amazingly low price of \$299.95. Fedders gives you the cooling power of more than 15 full-size electric refrigerators in one attractive, compact cabinet.

No ducts, no water connections, no building alterations necessary. Cools the air, dehumidifies, filters out dirt, dust and pollen. Ideal for home and office. See your Fedders dealer today, or mail coupon for full details.

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Dept. HB-1, Buffalo 7, New York.

Please send me your interesting 16-page illustrated booklet on Fedders Room Air Conditioners.

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Address _____

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TOO MUCH CLIMATE

CONTINUED FROM PRECEDING PAGE

year-round humidity of the air itself. In winter, this plays havoc with the fabric of the house itself. Since temperatures will cross the freeze-thaw line twice daily for about 60 days, porous materials have a hard time of it. Generally speaking, roofs should be of impervious materials (metal, asbestos, or asphalt) and walls should be protected with wide eaves.

In summer, high humidities attack you. During July and August high heat and humidity often combine to produce really tropical weather. For summer comfort, there are four things your house should do for you: give you shade and cool, dry and/or moving air. Full air conditioning, of course, gives you all three of the latter. But for most people, its cost is disproportionate to the number of times it's needed (about 10% of the year). So, again, you'll probably fall back on the fan to move the air. The bigger these, the better.

THIS sort of study of your climate will pay big dividends in comfort and convenience. It takes time, work and study—no doubt about it. As we said at the start, in the Missouri River Valley you're in the midst of some of America's most contradictory weather. Climate Control here is not easy, but neither is trying to live without it. You're in the midst of a battlefield. You've no choice but to put up defenses. And in the long run, you'll save time, money, and discomfort if you sit down and scientifically design these defenses first.

AN ALPHABET OF ABOMINATIONS

CONTINUED FROM PAGE 218



J is for Junk. If everybody knew it when he saw it, there'd be no need for this list.



K is for Knickknacks. Candle snuffers, letter openers, glass paperweights with pictures of the White House, perpetual calendars, stamp boxes. Hardy perennial of the Gifte Shoppe, hazard of the unsuspecting housewarmer.

Karen

by The Tiffin Glassmasters—
one of the most fabulous and
beautiful stemware patterns ever
produced at its price! It's all news
... the bowl shape ... the low
stem ... the matchless radiance
... the tiny price. Without import
duty this comes to you ... cher-
ished patterns always available.



Hand-blown from Tiffin's mol-
ten lead-crystal—a formula of
matchless quality, clarity, radi-
ance and strength.

Hand-shaped with consummate
skill for perfect balance, easy,
beautiful "lift" and grace.

Hand-cut with intricate
precision into table jewels of fiery
brilliance.

The Tiffin 
Glassmasters
TIFFIN, OHIO



L is for Lamps—of every
shape and size but the right one.
Too heavy to carry, or too light
to be touched. So high that the light
gets in your eyes, or so low that you
don't get any at all.



M is for Music boxes
not the genuine Swiss variety, but
all those pitchers, cigarette box
toilet seats, and other intrinsic
useful articles which give off tink-
ling chords when lifted. Here a
misused materials and melodies



N is for Notions and
Novelties. A pox on the people
who think them up, a surrealist hell
where everything turns out to be
something else. And an extra spe-
cial hell where every single article
of use or beauty is in the shape
of a horse's head.



O is for *Objets d'Art*.
too many *Objets*, too little *d'Art*



P is for Pictured People.
Liberty, Sitting Bull,
Mickey Mouse make one wonder
where one's bustle may turn
next.



Q is for Quaintness.
Poor Victoria, she knew not what
she did.



R is for Rugs that Ramble.
When you pick yourself up off the
floor and say, "That one was there
when I came in," you will find
they'd ramble off with the hostess.
(Continued on page 239)

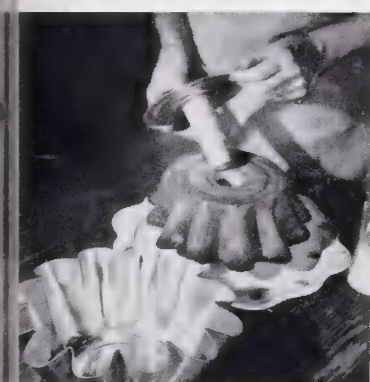
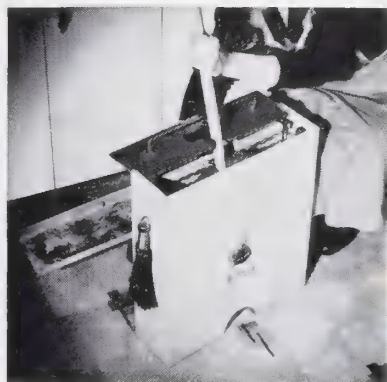
IT'S WORTH MENTIONING

CONTINUED FROM PAGE 112



With this "pin-up" Spotray on the horizon, low headboards and couch-type beds present no reading-lamp problems. A sliding rod inside the two-foot, wall-attached column adjusts the light to any height; the head swivels to any angle. Night readers will welcome Spotray's focusing lens that lets one read, the other sleep. All metal (plated in brass, bronze or chrome) with walnut veneer collar. \$12.95. Lewis & Conger, New York, N. Y.

Here's the answer to the mop-shaking problem. Inside the cleverly engineered metal housing of this Dust-O-Matic are ridged metal baffles that rub the mop clean as you propel it up and down. The dust load descends into a removable dust pan below. No dust can escape from the tightly closed cleaning chamber. The Dust-O-Matic totes the cleaned mop to the next room on the agenda. \$5.95. Graham & Straus, Brooklyn, N. Y.

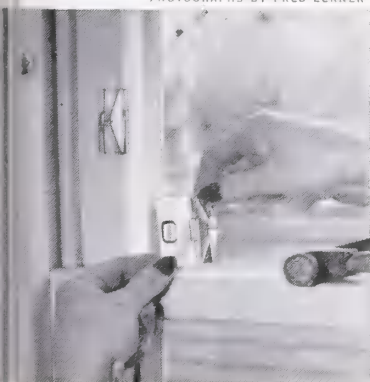


This versatile aluminum Cake-N-Mold has more uses than you can shake a stick at. With the tube, it bakes angel-food and sponge cakes masterfully. Remove the tube and it's a decorative baker for butter cakes and puddings. It turns ordinary gelatine concoctions into a lovely eyeful, too. Decorative fluting creates 6 or 12 uniform portions. Pan is self-cooling. 6 or 10-cup size. \$1, \$1.40, Lenard Co., 179 W. Washington St., Chicago.

There's no danger of banging cups against the shelf roof or dishes below with this Handy Traveling cup rack. Its aluminum cup carrier slides cups out into the open for safe, easy loading and unloading. You can't pull the carrier off the stainless steel track—a self-locking device automatically brings it to a dead stop when it reaches the end of the road. 11" deep, 5" wide. \$1.25 ea. Schuster's, Milwaukee, Wisc.



PHOTOGRAPHS BY FRED LERNER



You can rely on this artware window guard for sure, foolproof protection. Foremost, prowlers or marauders can't force it from the outside. You can safely leave windows partly open night or day, even when you go out. The inconspicuous stainless-steel guard is unbreakable and rustproof. For normal window operation, you just swing the lock off the screw plate. 3 for \$1.10. Artware Corp., 11110 Ventura Blvd., No. Hollywood, Cal.



BLUE is really so many colors!



There are literally *hundreds* of colors of blue between the deepest sapphire shade and a delicate turquoise tint. And when you want to match a slipcover, rug or favorite vase, you want your paint color to be just *right*, not just "close"!

That's why Martin-Senour Nu-Hue Custom Colors are so important when you're planning your home decoration, or a new color scheme. Only Nu-Hue can match the precise shade, hue or tint you want in *any* paint color—prescription-mixed and ready-to-use in flat, semi-gloss or high-gloss finish paint of the very finest quality.

This new and improved method of paint color selection eliminates guesswork, troublesome mixing and costly disappointments. Nu-Hue Custom Colors assure you *just* the color match or color harmony you want—in advance! And you can duplicate any Nu-Hue Custom Color *at any later date!*

See for yourself how quick, how easy it is to get *any* shade of *any* color at *any* time.

Ask for a demonstration of Martin-Senour's Nu-Hue Custom Colors in Paint at leading department, paint or hardware stores. Or write to us for complete *free* information.

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... and keep off
hands and knees!

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electric floor conditioner

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POLISHES • DRY CLEANS • BUFFS

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Only General T-12 gives you all
these features:

- Larger, perfectly balanced machine—all weight centered directly over brushes.
- Larger, more fully packed brushes with 2½ times the ordinary usable fibre lengths add years to brush life.
- Meshing twin brushes cover over 12" path.
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SNAP-ON SIDE HANDLES



ONLY GENERAL T-12 offers snap-on side handles for polishing table tops, furniture, cabinets—even your car—slight extra cost.

When you buy GENERAL you buy the greatest VALUE in floor machines! At Appliance Hardware or Department stores. Only \$79.50 with 2 waxers, 1 polishers, 2 buffers.

Free—Color folder

Send the coupon below:

GENERAL FLOORCRAFT, Inc., Dept. HB5
333 Sixth Avenue, New York 14, N.Y.

Please send folder on the General T-12

NAME

ADDRESS

THE SEMI-BUFFET

CONTINUED FROM PAGE 155

are its customary mainstay.

I feel quite strongly that the delight of sharing good food with good friends at a festive board should not fade from our social life. Any woman feels more glamorous at a candlelit table set with gleaming silver and delicate china than she does sitting on someone's staircase with a plate of half-eaten food in her lap. She can be far more vivacious and charming if she isn't worried about spilling cream sauce on her best frock. And men, who are the most acute sufferers at lap meals, are far and away more relaxed and jovial with their legs under a table and a lovely lady at each elbow.

"But how," you ask, "can the hostess maintain this gracious atmosphere if she has to jump up from the table to serve the guests?"

There is the trick of the semi-buffet—a compromise between the luxury of the formal dinner and the casualness of the lap supper. It is semi-buffet because your guests serve themselves from the sideboard before they take their places at the dining table to eat their dinner in traditional serenity. In the absence of expert service—and in my opinion no help at all is better than inexperienced help—this arrangement works most satisfactorily.

The secret to the smooth operation of the semi-buffet is to plan your dining table so that the hostess will have to leave it only once during the meal—to remove the plates of the first course and bring on the second. I make the table as charming and interesting as I can, with flowers and candles and my best china and linen. But the table setting must be kept to the essential minimum. The fewer things to be removed, the better.

Never try to have more than two courses for a semi-buffet. Let your canapé tray take the place of the appetizer and fish courses of the formal dinner. If you have no help in the kitchen, don't under any circumstances attempt hot canapés. They take you away from your guests just when you're needed most in the living room to get the party off to a good start. Have your canapés waiting in the refrigerator to be whisked out while your husband is pouring the cocktails. Regard the canapés as part of your dinner and serve not just crunchy tidbits, but hearty, piquant mouthfuls: toast rounds spread with red caviar and topped with a dollop of sour cream, stuffed



Costly and worth it

It's authentically FRENCH... Onion rings sauteed in real CREAMERY BUTTER... swimming in rich BEEF STOCK... sharpened by rare old PARMESAN CHEESE... simmered in SMALL BATCHES. Naturally it costs more... If grocer doesn't stock, send his name with \$1.35 for 3 cans to Dept B-3 Geo. A. Hormel & Co., Austin, Minn.

Right BODIED!

Not too heavy—

Not too light—

Rum as you like it — dark complexioned, mellow, and mature. Highest quality and finest flavor.

MYERS'S

"Planters' Punch" Brand

JAMAICA RUM
97 Proof

R. U. DELAPENHA & CO., INC.
57 Lighthouse Street, New York, N. Y.
Sole U. S. Distributors



eggs garnished with rolled artichokes, shrimps to dip in pure sauce or herb-spiked mayonnaise.

Plan a main course which go all on one plate. Hot bread ready buttered makes butter unnecessary. If you are having a salad, put the salad bowl on table and let the guests serve themselves. If you serve wine with dinner, let that be your husband's province.

As a hostess you must square firmly all offers of assistance serving, or your candlelit dinner party will degenerate into confusion. I recall one occasion at a Hungarian of the hand-kiss heel-clicking school was among guests. He insisted on rising, pulling out my chair whenever I tried to leave the table inconspicuously. You won't have this difficulty with Americans, but they shatter the rapport of your dinner by well-meant offers to help. Unless you are firm. Have cigar and ash trays ready on the table. And be prepared with a provocative topic of conversation to toss at your party just before you rise to clear the plates. I think that if your guests are smiling and talking, your deft removal of one set of plates will go almost unnoticed.

The dessert should be something which can be ready and wait on its own serving plate. Don't serve anything which melts quickly which has to be served hot with a sauce.

Serve coffee and liqueurs in the living room. If your tray is prepared, all you have to do at dinner is to pour the coffee and the silver pot.

There should be no break in the feeling of easy hospitality. When dinner is over and guests have cleared the table, close the dining-room doors or put a screen across the table, and forget about the dishes until after your guests have gone. Some hostesses feel that the desirable outside help to invest when they're giving such a party is someone to come in when all over to do the dishes. In any case, don't let the process of removal and clean-up keep you from being part of the party.

In setting out a semi-buffet dinner so that guests can help themselves, I try to plan a main course which can be presented all on one large platter, rather than to have a clutter of serving dishes on the sideboard.

This is my favorite menu for a semi-buffet dinner:

(Continued on page 275)



"Show your
Good Taste
with
these luxuriously
different napkins"



"These lovely napkins
please guests as well as
give a delightful dress-up
to table settings," says

Miss Jane Cowl

Gracious hostess and star of Screen, Stage and Radio

They're MASSLINN—non-woven
rayon and cotton napkins!*

Beautiful to look at! Wonderful to use! Your guests will appreciate the rich, full-bodied feel, exquisite softness and super absorbency of these non-woven cloth Masslinn napkins. And Masslinn napkins will make your table settings sparkle, for they have a lustrous sheen all their own. Best of all, it costs so little to show such good taste. *For Masslinn napkins are priced so low they can be thrown away when soiled!* Try them. See how grand they are for entertaining.

*Chicopee's trade-mark for napkins, towels, draperies and non-woven fabrics.

See Masslinn napkins at Department Stores (Stationery or Housewares Departments) or Gift Shops—in cocktail, luncheon and dinner sizes. Or take advantage of the introductory offer below.

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Introductory
Offer!**

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I enclose 10¢ in stamps or coin for trial supply of 2 dinner-size Masslinn napkins . . . with a beautiful Masslinn guest towel included.

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Address

City Zone State



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STYLE-COORDINATED BY DOROTHY DRAPER! The fresh colors and distinctive patterns of MASSLINN Napkins and Towels are now selected for you by Dorothy Draper, internationally acclaimed decorator and designer!



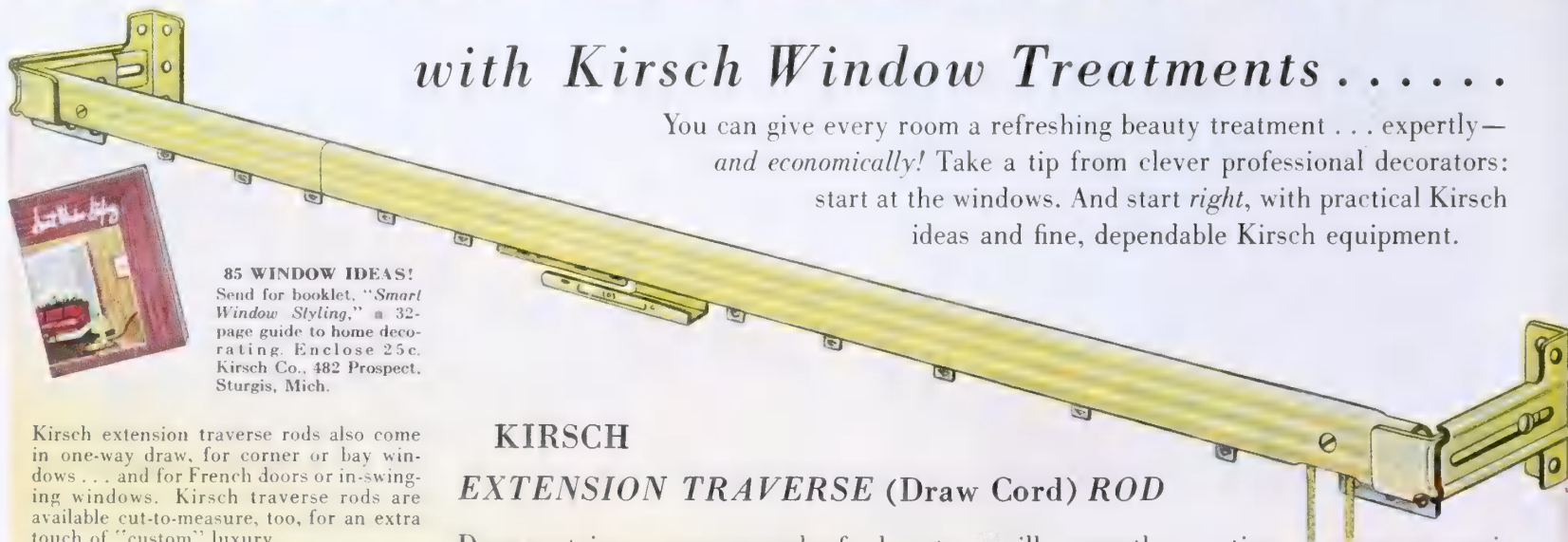
Masslinn napkins

non-woven rayon and cotton cloth



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and economically! Take a tip from clever professional decorators:
start at the windows. And start right, with practical Kirsch
ideas and fine, dependable Kirsch equipment.



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Window Styling," a 32-
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rating. Enclose 25c.
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Sturgis, Mich.

Kirsch extension traverse rods also come
in one-way draw, for corner or bay win-
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touch of "custom" luxury.

KIRSCH

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Draw curtains—now so popular for beauty
and privacy—look their smartest, glide
their smoothest, on efficient traverse rods
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Kirsch to have developed *special* advan-
tages: Simple installation, for example . . .

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Kirsch *quality*, insist on the Kirsch name!

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neutral tones.
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of famous decorators!
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carpets**

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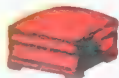
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Choose just the units you want. Each piece features the unconditionally guaranteed Flexsteel spring and is available in Firestone's comfortable and everlasting natural foam rubber cushioning . . . FOAMEX.

See Flexsteel's PLAN-A-ROOM group at leading furniture and department stores everywhere. Ask for it by name.



Above —
Corner Section or
reversible high arm
end section.



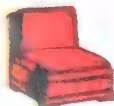
Above —
Oversize, pillow-
top ottoman
(armless Chair).



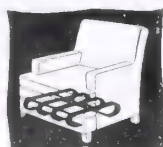
Above —
Three quarter size
sofa with single
(right side) arm.



Above —
Single arm
(Right side)
lounge chair.



Above —
Armless
Chair



Flexsteel is an exclu-
sive, unconditionally
guaranteed, one-piece
spring unit built into
all Flexsteel Sofas and
Chairs.



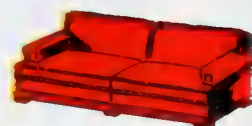
Above —
Three quarter,
45 degree curved
armless section.



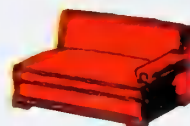
Above —
Double arm
lounge chair.



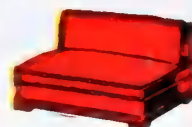
Above —
Single arm
(Left side)
lounge chair.



Above —
Double arm,
full size sofa.



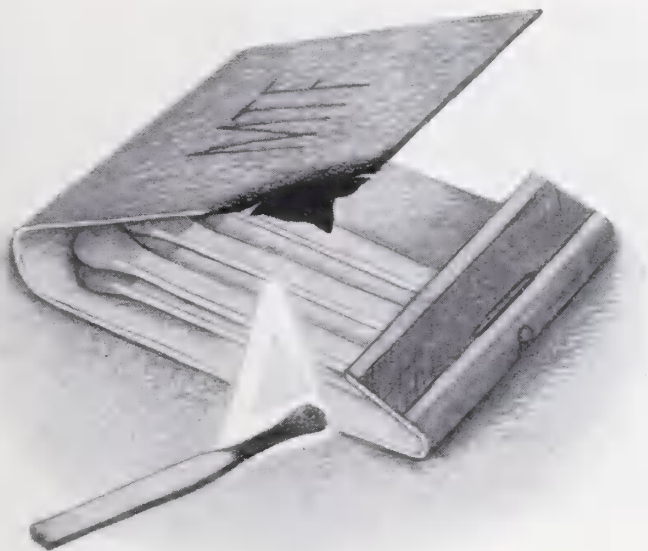
Above —
Three quarter size
sofa with single
(left side) arm.



Above —
Armless
love seat.

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Are You Playing with Fire?

by Andrée J. Colt

You are—unless you see beyond the dangers of lighted cigarettes and matches, and recognize explosive cleaning fluids, substandard electrical equipment, and dust for what they are

FIRE is eating through the nation with unprecedented speed, burning up thousands of housewives. More women die or are maimed by fire in America than in any country in the world. Our higher standard of living, with its comfortable wooden houses, electrical gadgets and daily consumption of 850,000,000 matches exacts its toll of more than 1,000 home fires every 24 hours.

The rest of the world's housewives may have fewer conveniences, but they also have fewer fires. Carelessness, coupled with untidiness and ignorance, sends many homes—and people—up in smoke.

In their postwar buying binge, women took home thousands of cheap, substandard irons, percolators, waffle irons, refrigerators, and heaters that had been rushed to market without thorough safety tests. When these unapproved electrical appliances started short-circuiting, an increase in the 40,000 annual fires caused by the misuse of electricity wasn't surprising.

Fire can't be snubbed by anyone—not even celebrities. Katherine Hepburn's New York apart-

ment was enveloped in flames when a houseman knocked a lamp off the table while applying cleaning fluid to the living room floor, and a spark from the lamp socket ignited the fluid. Bette Davis suffered severe burns one Christmas when a short-circuit converted her tinsel tree into a flaming torch. Helen Keller mourned the loss of her valuable antique collection when fire razed her country home.

More than half of all deaths by fire occur in private homes, rooming houses, apartments, and tenements. Women are the overwhelming majority of the many persons killed and injured each year in home fires and explosions due to the use of flammable liquids. In New York City alone firemen put out 6,000 fires a year caused by "mishandling of flammable liquids," which includes home dry-cleaning experiments with gasoline.

One out of five women admits using gasoline for home cleaning, and the slaughter of these innocents makes vivid headlines.

It can't happen to you? Listen! A Topeka, Kansas, woman was cleaning clothes with this liquid

(Continued on next page)

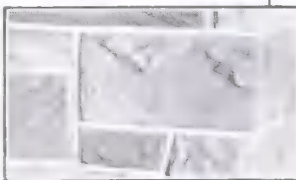


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ARE YOU PLAYING WITH FIRE?

CONTINUED FROM PRECEDING PAGE

dynamite when she was blasted apart as she lighted a match for her cigarette. A housewife in Fort Dodge, Iowa, left gasoline-soaked clothes and an open pan of gasoline in the basement laundry and fate whisked her away to the movies. The fumes found their way to the furnace firebox and the house was a total loss.

Although many women exercise care in keeping an open flame away from gasoline, benzine, naphtha, and other dangerous cleaning fluids, they are unaware that the fumes are the real hazard. You can't use gasoline without its evaporating or vaporizing. This heavier-than-air vapor settles to the ground and follows air currents, and when it touches a flame or spark anywhere near by, it flashes back to the source.

One Schenectady, New York, housewife never had a chance to learn this. She was dipping a blouse in gasoline in the kitchen when the maid went down in the cellar to fix the furnace. Stalking behind the maid were invisible fumes that were sucked into the furnace. A blue bolt of flame shot upstairs, following the vapor stream back to the pan. Four people died and three were terribly burned in the explosion that wrecked the house.

Rubbing wet garments, stirring the cleaning fluid, or even pouring it from the container sometimes generates enough static electricity to cause a spark. In fact, a spark from your cat's fur can set off the dangerous vapor.

Beware of electrical sparks around explosive liquids. In New Jersey a daughter switched on a light while her mother was dry-cleaning with gasoline. The fixture sparked and both of them were blown through the wall of the building.

Death and disfigurement await unwary women who use gasoline in electric washing machines. This practice of flirting with the undertaker has actually been tried by a few unfortunate housewives. Before you take this "short cut" to cleaning, stop and think of the Jackson, Michigan, housewife who was washing blankets in 20 gallons of gasoline in her electric washer. The inevitable spark touched off an explosion that killed her and her helper and demolished the house.

The feminine grapevine is toss-

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Your doctor will tell you: Stair climbing is 10 to 14 times more strenuous than walking. Avoid this health hazard—by the push of a button you can ride! The Sedgwick Electric Stair-Traveler or Elevator provides a safe, energy-saving convenience. Readily installed. Endorsed by physicians and users. Nationwide representation.

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EASY... Lightweight—Raleigh Frames are built of Aircraft Alloy
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SPEEDY... Precision engineered—for a minimum of mechanical friction.
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Dependable steady light generated without loss of energy by Raleigh Dynohub Lighting Set

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ing around another dangerous rumor: that gasoline "works wonders" in cleaning waxed floors. Imagine walking around on tented flaming death!

A young Richmond, Virginia father took the advice of one of these self-styled cleaning "experts" and started scrubbing the hardwood floor with a mineral wax pad soaked in the liquid when a static spark ignited the vapor, and his wife escaped with severe burns, but they lost their infant son in the fire that destroyed the home.

Commandment No. 1 for house makers should be: *Don't use gasoline, benzine, or any explosive cleaner.* If you can't find one of many safe cleaning fluids approved by Underwriters' Laboratories, don't gamble your life and your home against a small dry-clean bill.

Dust is something the average woman sighs over each day, but nine out of ten fail to realize that a pound of this household annoyance, under right circumstances, can blow an automobile over the roof of a seven-story building.

No. 2: *Never throw loose dust into a stove, heater, or incinerator.* Any dust that burns, including flour, cornstarch, cereal, coal, wood or sawdust, will explode with tremendous force if it comes in contact with an open flame when suspended in mid-air. Wrap dust in newspapers or a heavy paper bag and tie the bundle securely. This prevents the particles from spreading and forming the explosive dust cloud.

(Continued on next page)

IMPORTANT NOTICE TO SUBSCRIBERS

• If you are going to move, it is necessary that the proper notification be made at the earliest possible moment so that you may continue to receive your copies of HOUSE BEAUTIFUL without interruption.

Such notification should be made to HOUSE BEAUTIFUL by letter, post card or post office form #22S, giving the old address as well as the new, with postal zone number if any. You should also notify your local post office of your change of address. Both postal forms are obtainable at any post office.

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HOUSE BEAUTIFUL Subscription Dept.
250 West 55th Street
New York 19, N. Y.

One New York City woman was hospitalized seven weeks when an explosion wrecked her house after she emptied her vacuum cleaner bag into the incinerator. Another New Yorker, a teen-age girl, had insects in the cake flour and emptied a bowlful into the incinerator. A sheet of flame swept up the shaft, disfiguring her for life. Several persons were injured as the incinerator doors were torn off all apartments.

Fire prevention engineers can perform construction miracles to make an old house fire-safe, but they are powerless to combat the menace of the careless housewife. How women can plead "not guilty" for at least one hazardous action that may at some time endanger herself, her family, and her home. There are the kitchen glamour girls who hover around a hot stove in flimsy negligees instead of housedresses. Too many housekeepers use paper instead of metal pans to catch drippings under the stove burner, and they dump hot ashes into wooden buckets.

The amateur electricians are always with us. They thread a maze of extension cords under rugs and chairs, causing cords to fray and short circuit, putting an extra strain on the electrical system. They fiddle with fuses, substitute pennies for the customary 15-ampere fuse, or insert an over-sized one. Either way, they erase the warning signal of an overloaded circuit, the hot wires ignite the framework, and the house becomes just another tally on the fire record.

A child needs only one match to set himself to a crisp. Every year many fire tragedies are caused by children playing with matches. Keep matches out of the reach of toddlers and make sure you pick up every one of a spilled box. And never leave a child alone in the house with matches within reach! The screams of a scalded child or one with his clothing aflame make ghastly listening, so turn handles of cooking pots to the wall and buy a metal screen for your fireplace. Remember, *one out of every five deaths caused by fire are children under five years of age.*

Careless use of matches and smoking materials causes 30 per cent of all fires of known causes, according to a ten-year survey made by the National Board of Fire Underwriters. Smoking in bed, failure to snuff out cigarettes, flicking ashes in wastebaskets are the lead characteristics of an unthinkable "firebug."

Tobacco users console themselves with the fallacious reasoning that if they drowse with their last smoke of the day, the flaming bedclothes will wake them. Better not depend on that!

A Detroit, Michigan, housewife called the fire department to report a small blaze evidently started by a cigarette she dropped when she fell asleep. Within two minutes the firemen arrived and found her dead—gassed. She never knew that smouldering textiles give off carbon monoxide, carbon dioxide, hydrogen sulphide, and hydrocyanic-acid gasses that work with swift, deadly accuracy.

A clean house seldom burns because there's no fuel for spontaneous ignition, a mysterious action that has been recognized as a fire hazard longer than any other except lightning. Ranking prominently among the known causes of home fires, this chemical action undoubtedly accounts for thousands of "mystery" fires. In simple terms, it is the generation of heat that results when a substance oxidizes, i.e., combines with the oxygen in the air.

Paint and oil rags or mops are the worst offenders and should be kept outdoors or in a *tightly-closed metal can*. Never toss them carelessly in a closet or this may happen to you: A 23-year-old Chicago woman died from burns when a fire in the broom closet ignited her dress when she opened the door. Cause: spontaneous ignition of furniture polishing cloths.

Women have a natural acquisitive instinct but they often work it overtime. They save old newspapers, clothes, mattresses, and a thousand odds and ends of trash that are perfect breeding places for these spontaneous fires. An attic or cellar loaded with junk is likely to be undisturbed for long periods of time—and those stealthy fires love privacy!

Thousands of cities throughout the country have become aware of the fire dangers that lurk in nearly every home and wholeheartedly participate in periodic annual fire-prevention campaigns. Following these nation-wide removals of fire hazards, the number of home fires for a month or so takes a sharp drop, then begins crawling back to the appalling "normal" total.

Only a constant fight against the fire menace can make your home fire-safe, and your most powerful weapons are care, caution, and cleanliness. But don't underestimate your opponent, or you may become just another fire statistic!

"I've saved nearly \$300 with my Free-Westinghouse"

FREE BOOKLET TELLS YOU HOW!

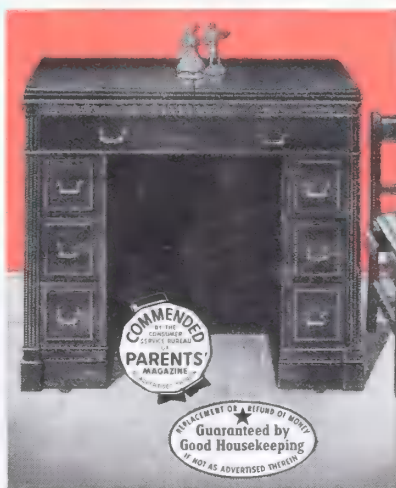


I needed new clothes and things for the house . . . so I was delighted when this booklet from my Free-Westinghouse dealer showed me how much I could save with a sewing machine! The proof is on every page! You'll be amazed!

I fell for this dress at first sight, but it cost \$35. Our budget couldn't stand that, so I found the pattern and the material and made it myself for only \$17 . . . so easily and quickly on my wonderful new Free-Westinghouse!



I've just finished our new slip covers and drapes. We saved over \$100 on them! Big savings on the children's clothes, too. Even altering and repairing are loads of fun. Sewing gives you a real sense of satisfaction and accomplishment! It's really thrilling!



Desk model (shown closed above) is lovely in any room. Other styles—desk, console and portable—all with lock-stitch mechanism, start at \$89.95. Easy terms. Every model is accompanied by a written 20-year guarantee. Complete set of easy-to-use attachments at no extra charge.

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Free gifts! Special savings on sewing accessories and attachments! Also get your free copy of the remarkable "Savings" booklet described above. Consult telephone directory, or write for your dealer's name.



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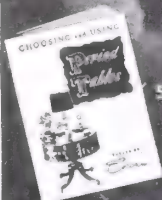
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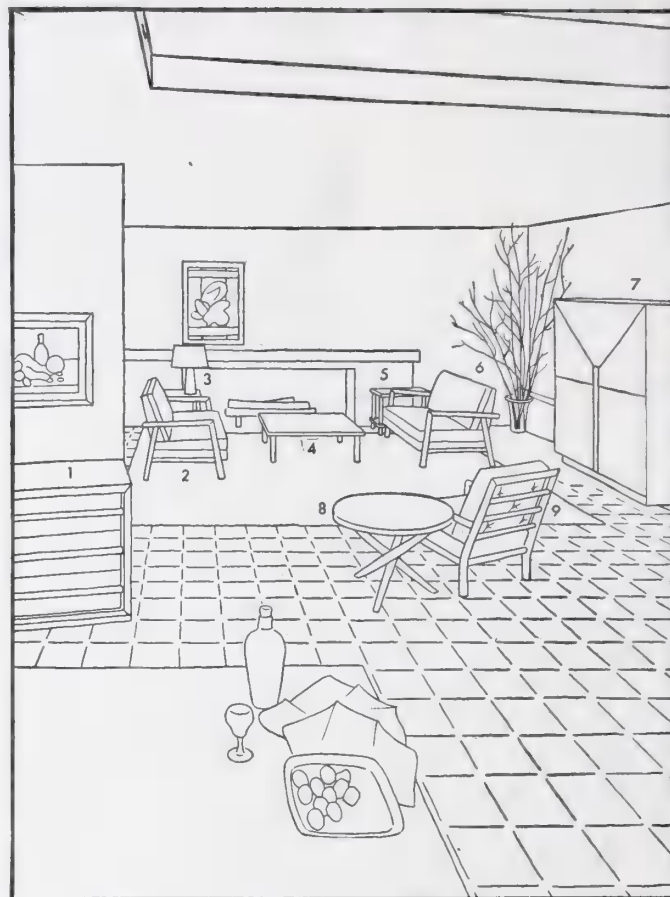
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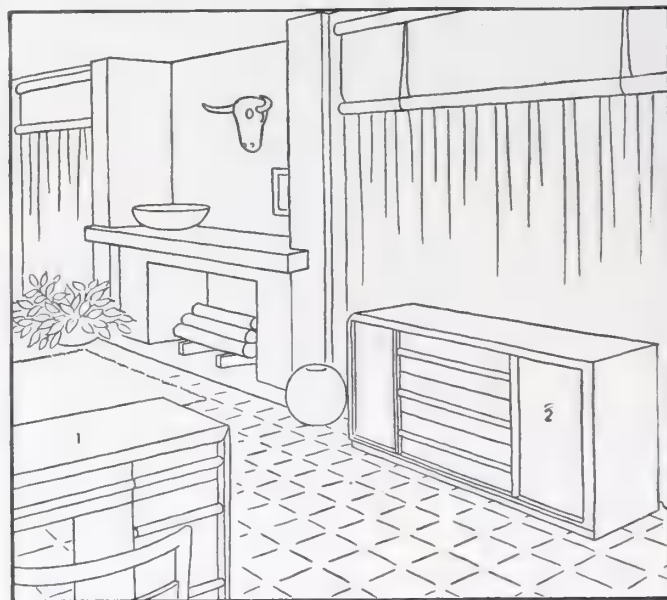
Look for Tables by Cowen at the quality stores in your community

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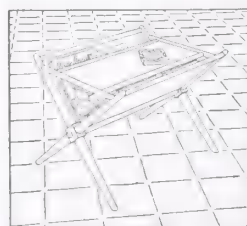
CONTINUED FROM PAGE 201



Approximate prices of furniture shown on page 132: (1) 3-drawer chest: \$139; (2) sofa: \$195 plus fabric; (3) lamp: \$69.50; (4) coffee table: \$69.50; (5) end table: \$49.50; (6) sofa: \$195 plus fabric; (7) cabinet buffet: \$875; (8) table: \$54.50; (9) armchair: \$165 plus fabric.



Prices of the furniture in the photograph at center right of page 133 are as follows: (1) double pedestal desk with seven drawers: about \$189; (2) buffet containing three drawers and two cabinets: about \$259. All prices vary somewhat in various sections of the country.



The magazine table shown in the photograph on page 133 costs about \$89.50. This single piece has beauty and utility typical of the collection.

Razor-Sharp Knives

IN 3 SECONDS



Shows the 2 diamond-like carbide jewels that put a professional edge on all kinds of knives with 4 downward strokes.

With an Aladdin Knife Sharpener, any woman can keep all her knives as keen edged as the day they were bought. It's the safest, smartest sharpener in the world; no moving parts to wear out. Fastens to any flat surface. Only \$1.95 at leading stores, or write for name of your nearest dealer.

Order This Helpful Booklet TODAY:

Only 10¢ in coin
How to Master the TWIN ARTS of SHARPENING and CARVING

WRITE TO:

New England CARBIDE TOOL CO., INC.
60A Brookline St., Cambridge 39, Mass.

AN ALPHABET OF ABOMINATIONS

CONTINUED FROM PAGE 228



S is for Stools that Stumble. Broken-field running among the undergrowth in the living room is scarcely conducive to poise.



T is for Tables that Teeter. The guest of honor inevitably puts his drink on the one you've been meaning to get mended.



U is for Unnecessary Upholstery. Every room a padded cell. No flat surface exempt from its quota of burlap and horsehair except the radio, the television set, and the air-conditioner. Even with those it's only a matter of time.



V is for the Vacuous Vase, spoil of Bingo or Bank Night. A link with the past. Break it.



W is for War Trophies. A framed Confederate bank note. Grandfather's saber, last brandished on San Juan Hill, some driftwood from Iwo Jima. Bits of American history. Junior has coveted them for his bedroom since he could toddle. But he's a big boy now.



X **Y** and **Z** are for those bits and pieces with unpronounceable names that friends press on one after vacations in Latin America. Maybe there is too much leisure time in America at that.

Walk, don't run to the nearest attic, my dear. Wait till your husband comes home. He'll be glad to help you!

"Our kitchen is always cool, free of odors"

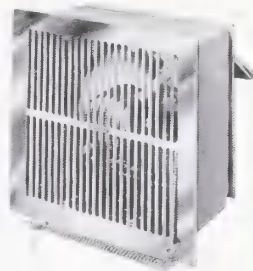
Mrs. Paul Weber
Starmount Forest,
Greensboro, N. C.



ILG

VENTILATION

"We definitely would never be without our ILG Ventilator. It keeps our kitchen so cool, clean and odor-free. And it's economical, too . . . actually costs less to operate than an electric light." Mrs. Weber's attractive home is truly a "Home, Sweet Home" thanks to her ILG Ventilator. No stale cooking odors linger in closets and clothing. No "greasy grime" settles on walls and home furnishings. No "cigarette smog" spoils parties. Mrs. Weber's powerful ILG Ventilator banishes all excess heat, odors, smoke, and fumes in a jiffy . . . from both the kitchen and adjoining rooms. Yet, it just whispers while it works—you can hardly tell when it's operating. Plan now to see your dealer's complete selection of ILG Ventilators. Send coupon for his name and FREE booklet.



Here's the ILG Electric Ventilator model installed in Mrs. Weber's kitchen. Ceiling and window types also available for permanent or temporary installation in kitchen, bathrooms, recreation rooms. 12 styles, 7 sizes. See your ILG dealer or send coupon today.

FREE! Helpful 16-Page Booklet

"HOW TO PLAN YOUR HOME VENTILATING SYSTEM"



ILG ELECTRIC VENTILATING CO., Chicago 41, Illinois
2816 North Central Avenue • Chicago 41 • Also in New York, Philadelphia, etc.

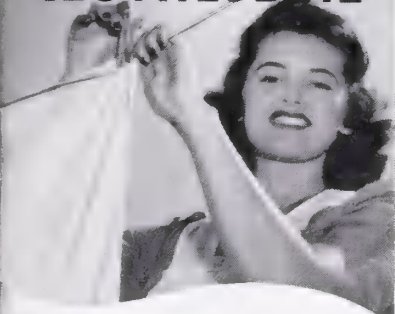
- ☐ Please send me your FREE BOOKLET "How to Plan Your Home Ventilating System."
☐ Please send name of my ILG dealer.

Name _____

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NICHOLS NEVER-STAIN ALUMINUM CLOTHESLINE



"The Washday Sweetheart"

- ★ LONG LASTING
- ★ WON'T RUST OR ROT
- ★ WON'T CRACK OR STRETCH
- ★ HOLDS ALL TYPES OF CLOTHESPINS
- ★ ONCE UP, ALWAYS UP—SUMMER AND WINTER
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IDEAL FOR YARDS, BASEMENTS OR ATTICS

Rain, snow or sleet will not affect it. Easy to clean with a damp, soapy cloth.

AVAILABLE IN EITHER SOLID OR STRANDED ALUMINUM



NICHOLS WIRE & ALUMINUM CO.
DAVENPORT, IOWA



"Conversation Pieces for the Home"

Royal Haeger

Lamps and Pottery

Often a single piece of Royal Haeger Pottery, or a graceful Royal Haeger Lamp, exquisite in design, rich in the colors of the incomparable Haeger glazes, will lift a whole room from the commonplace to the charming.

Ask for Royal Haeger Pottery and Lamps...at better dealers everywhere.

The
**HAEGER
POTTERIES**
Incorporated
DUNDEE, ILL.
MACOMB, ILL.



DRAWING BY GINNIE HOFMANN

Don't let the city scare you away from gardening

by Katrina Thomas

These midtown gardens in New
York City show what can be done



Plant borders with evergreens and flowering shrubs for an attractive garden all year round. Spring bulbs are ideally suited to town conditions: limited sun and shelter from wind.

*Satisfy your urge for
quality, beauty and economy
with Hungerford*

solid Honduras mahogany

Think of it! Solid *Honduras* mahogany hand rubbed to a smooth lasting finish, finest craftsmanship, beautiful antique reproduction pulls, dust proofed throughout, and many other features for a price well within your budget. Three pieces shown approximately \$249, slightly higher West. See Hungerford 18th Century in open stock at finer stores everywhere. Write today for free booklet. Dept. A-5.

*Solid Mahogany by
Hungerford, Memphis*





Arrange garden so that grass occupies the central space where it has the most sun at all times of day. Plant trees around edge where they won't shade grass or hamper view. Use the open-growing varieties and keep them well pruned so that the maximum sunlight can get into your garden.

ALL PHOTOGRAPHS BY GOTTSCHO-SCHLEISNER



Pave all paths of your city garden to insure dryness for walking, and have them well drained to carry off surplus rains. Grass paths are undesirable in small gardens. They are muddy after rain, become brown and wear out quickly from lack of sun and dryness of city air.

(Continued on next page)

Thrillingly New *Syroco Wood* CURIO CABINET



Striking cabinet in Red, Black or Chartreuse contrasts smartly with delicately carved Leaf Design in Bleached Wood Finish. 20" x 20". About \$11.95.

At Better Gift and Department Stores

© SYRACUSE ORNAMENTAL CO. INC. SYRACUSE 2, N. Y.

HOW TO KEEP SILVER BRIGHT WITHOUT POLISHING



18 inches x 31 inches about **\$1¹⁰**
36 inches x 31 inches about **\$2.20**

STERLING STAYS GORGEOUS...

SILVERPLATE LASTS LONGER

Now you can use your sterling every day without wasting hours repolishing it. To keep silver beautiful, simply store your flatware and hollow ware in Pacific Silver Cloth. It protects the polish by filtering tarnish out of the air. Lasts a lifetime!

Constant repolishing wears off silver-plating. Save time and work, keep yours lovely years longer the Pacific way. You can buy Pacific Silver Cloth in chests, bags, and rolls—or by the yard—at leading department stores and jewelers.

Write for booklet and name of nearest dealer in
Pacific Mills, Dept. G-5.
214 Church St., New York 13, N. Y.

Pacific Silver Cloth

**Fruitwood commode of great charm,
suitable for bedroom,
living room or dining room.**
Available only through your dealer or decorator

*John
Widdicomb
Co.*

For almost a century, one of
America's great names
in furniture making.



**The Romantic Revival
in the 1950s—**

a new book
of 63 photographs
of John Widdicomb
furniture. Send 25c
for a copy to:
John Widdicomb Co.
Dept. G
One Park Ave.
New York 16

DON'T LET THE CITY SCARE YOU AWAY FROM GARDENING

CONTINUED FROM PRECEDING PAGE

PHOTOGRAPHS BY FREDERICK RAETZ



Ivy is good ground covering where grass is hard to mow or won't grow. Wash it weekly with your hose to get rid of city dust on leaves. This is good treatment for all plants because city gardens are naturally drier than country ones. Rusticraft fence is bought ready-made and is easily set up.

GARDEN OF DR. AND MRS. FRANK PETTENGILL



Here is privacy for a city-dweller. Bring about a feeling of luxuriant growth with flowering shrubs and trees which are hardy and lasting. Use flowers for bright spots of color.

(Continued on page 247)

WINDOW Shopping?



Check these Truscon "138" Double-Hung Steel Windows for your best value!

Consider not only the attractive initial cost of Truscon Steel Windows, but the long-range advantages and economies that will be yours through the years:

- | | |
|--|---------------------------|
| ✓ Finished Appearance | ✓ Bonderized |
| ✓ Rigid Strength | ✓ Solid Bronze Hardware |
| ✓ Electro-Galvanized Steel | ✓ Attached |
| ✓ Republic ENDURO Stainless Steel Weatherstripping | ✓ Long Life |
| ✓ Finger-Tip Control | ✓ Won't Rot |
| ✓ Weathertight | ✓ Won't Warp |
| ✓ Spring-Balanced | ✓ Won't Shrink |
| ✓ Stainless Steel Balance Tapes | ✓ Won't Stick |
| | ✓ Complete Range of Sizes |

See your local building supply dealer or send coupon for free illustrated literature.

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TRUSCON STEEL COMPANY • 1315-B ALBERT STREET • YOUNGSTOWN 1, OHIO
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Subsidiary of Republic Steel Corporation

Please send me free illustrated literature on all the features and special advantages of Truscon Steel Windows.

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Address
City State



Now! Kencork's complete floor beauty actually costs less than wall-to-wall broadloom



Now KENCORK at new low prices. Your local KENTILE dealer sells KENCORK. Look under "Flooring" in your classified directory for his name and address. He will give you a FREE estimate on the new *low* cost of installing Kencork in your home.

Now give your home the practical luxury of Kencork floors for less than you'd pay for wall-to-wall broadloom! Think of the money you'll save and the beauty you'll gain. For Kencork offers you *complete* floor beauty ...so mellow in tone, so quietly restful underfoot, you need no other floor covering!

Easy-to-care-for Kencork frees you from the allergy hazard of dusty carpets ...stays softly gleaming with occasional waxings. Moisture cannot penetrate the pure cork tiles. Stains that permanently damage broadloom come right off long-wearing Kencork floors. And beautiful Kencork will stay lovely thirty years and longer without showing unsightly "lanes" that age the finest broadloom long before its time.

David E. Kennedy, Inc., 58 2nd Ave., Brooklyn 15, N.Y. . . . RESILIENT FLOORING FOR OVER FIFTY YEARS
Guaranteed Kentile Asphalt Tile—Rubber Tile—Kencork, The Original Cork Tile Flooring

Chair by BARCALO MFG. CO.,
Upholstery: Stardust



Pantex

beauty . . . and then some!
in these elegant new "golden glow"
patterns by Raymond Loewy

Bridge Set by AMERICAN CHAIR CO.,
Upholstery: Stardust



Dinette Set by DAYSTROM CORP., Upholstery: Fantasy

Stardust and Fantasy.* There is a beauty in these two

new gold-flecked Pantex patterns akin to masterpieces of fine brocade, an elegant quality
unique in vinyl furniture coverings of this kind. Both Stardust and Fantasy were created

by Raymond Loewy, America's outstanding designer.

They combine toughness and eye-catching beauty in a
symphony of nine warm, pleasing colors — any of
which will add a rich glow to any room.

Look for the Pantex tag in
better furniture departments everywhere.



the
Pantasote
company

SALES OFFICE: 444 MADISON AVENUE, NEW YORK 22, N.Y.

*Design patent applied for

Take It Easy, Lady!

Take advantage of new labor-saving equipment, and improvements in old, and you won't be a slave to housework

by Charlotte Eaton Conway



You can really keep your hands out of the dishpan if you have one of the economical new portable dishwashers. It operates on the water pressure principle, washes 28 dishes and

glasses plus silver in about two minutes flat. Connect hose to hot water faucet, turn it on and let 'er go. Twin spinners spray dishes with continually changing hot water and detergent suds, which run into the sink from either of two outlets, according to whether the dishwasher is on right or left drainboard. No motor, no installation cost. Kay-Way Corp.



Don't worry about spring show-
er. With an automatic
er, you have drying
rather every day. The
w Taylor "Summer
eeze" dryer plugs in-
any AC 110- to 120-
lt outlet. Twin pres-
re blowers blow filtered air over infra-red heating units and a germi-
lal ultra-violet lamp to dry up to 10 pounds of clothes. All you do is
ng the clothes on the racks, dial the drying time you want (check
structions) and flick on the heater switch. Dryer turns itself off when
ying time is reached. Space needed, 30" wide x 24" deep x 46" high.

(Continued on next page)



THE DUFFIELD — a multi-purpose table, 28" high, of natural color yewwood with exquisite figuration and finish.

Old Colony furniture is made for those who seek the ultimate in luxurious living. The designs skillfully combine the beauty of the past with the ingenuity of the present.



Beautiful

BUENILUM

Scintillating metal Hostess Service accessories.

A new, smart steam Snack Server. Three 1 quart Buenilum covered Pyrex casseroles nestle in a matching base containing electrically heated water to keep food warm (or crushed ice in summer will chill contents). 16" diameter with three insulated ball feet, complete with appliance cord and switch. Handsome, superb as a gift. Approximately \$37.50 at better stores everywhere.

Write to  225 Fifth Avenue,
New York 10, for booklet and name of your nearest dealer

Choose



Oakmasters Modern

FOR FURNITURE
THAT HAS FLAIR

■ This King-size step table, 26 by 32 inches, has the flair and the convenience you will find in all Oakmasters modern . . . open stock for bedroom and dining room as well as living room . . . in the exclusive Chamois finish, the new Sable finishes, or Tex-tone decorator colors for accent. At leading stores, be sure you choose: —



No. 6739 King-size Step Table
in Exclusive Chamois Finish

■ Oakmasters Brochure with illustrations in full color mailed to you for 25c in coin. Write to:

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HASTINGS, MICHIGAN

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Sizes for every home, types for every kind of fuel.

Get the full story on
Fitzgibbons Steel Boilers
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SURE of all the comfort with oil, gas or stoker firing—

SURE of savings up to 50%—

SURE of continued high efficiency, due to the ease with which the Fitzgibbons boiler can be cleaned and serviced—

SURE of abundant domestic hot water, all year 'round, with no storage tank—

SURE of approved boiler construction, backed by a name which for almost three-quarters of a century has meant "the best in steel boiler heat"—

Fitzgibbons Boiler Company, Inc.
101 Park Avenue, New York 17, N. Y.

Send me the "400" Series Catalog.

Name: _____ Position: _____
Address: _____
City: _____ Zone: _____ State: _____

HB-5-50

TAKE IT EASY, LADY!

CONTINUED FROM PRECEDING PAGE



DRAWINGS BY KELLY DECH

Here's an end to those "I-don't-know-where-to-put-it" kitchen blues. Looking something like a knee-hole desk, the new Westinghouse Rancho range has a tuckaway space for scrap basket, sit-while-you-work stool, what you will. With it, you gain a lot, lose nothing. For the range has 4 cooking units, 2 large and 2 smaller, plenty of work surface, an extra large oven, and a storage drawer for everyday utensils. It can be installed free-standing, or in a cabin assembly. It takes 38" of wall space, is standard height and depth



No need to get a "het-up" doing your housework. There's cool comfort in the new Emerson Electric low table fan—and you get a dividend in the form of a extra small table. It

15" in diameter, a little less in height, and is finished in metalesce mahogany. Because it does not vibrate, your choicest vase or tall Cokes are safe on top. It picks up cool air nearest the floor, circulates it to cool you off in the summer, prevent stratifying air in the winter. Its fine mesh screen makes it child-and-pet-proof. Adjustable speeds.

Don't waste tears over space often wasted in the corner of a kitchen. Youngstown Kitchens have a new corner cabinet unit with three circular rotating shelves. Each is 22½" in diameter, has

a little flange around the edge to keep things from sliding off. All you do is open the diagonal door, give the shelves a light touch, and the swing around to bring what you want right in front of you. For this cabinet, you need a space 31" along each wall, 24" deep to match adjoining base cabinets. Standard 36" high, finished to match other cabinets



(Continued on page 248)

DON'T LET THE CITY SCARE YOU AWAY FROM GARDENING

CONTINUED FROM PAGE 242

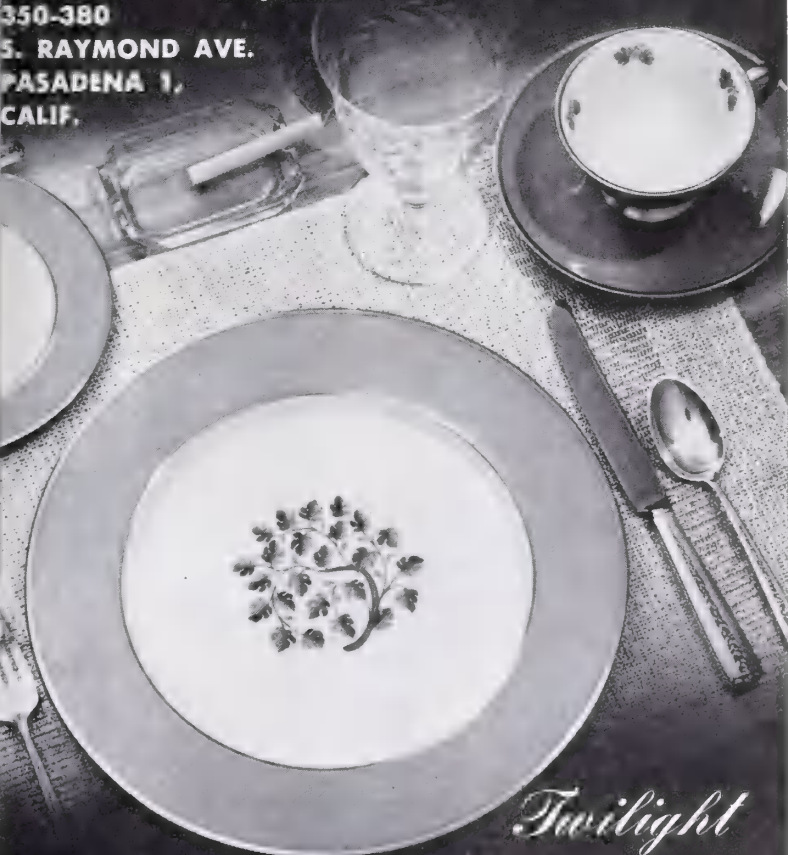
GARDEN OF MRS. NATALIE GOMEZ BOWEN. PHOTOGRAPHED BY FREDERICK RAETZ



Let doors and windows open onto your prettiest view so your garden is seen without a tour. Put colorful flowers at far end, or close to windows, or along sunniest side. In a central position they tend to reduce garden size.

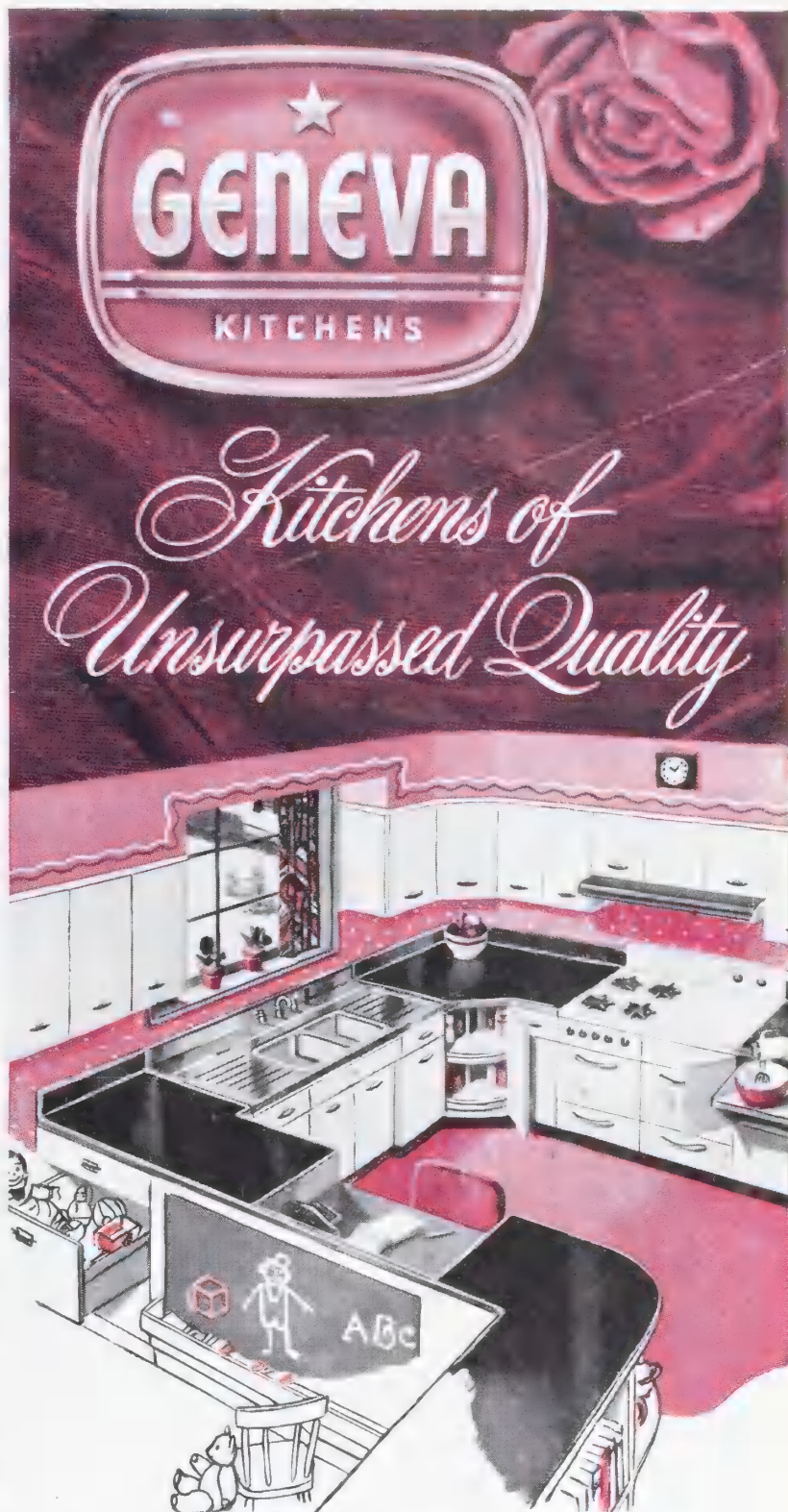
Flintridge China Co.

350-380
S. RAYMOND AVE.
PASADENA 1,
CALIF.



Twilight

Shades of evening in a pink and gray center motif with matching gray border and gold bands. \$15.50 a place setting. Write for your Free Booklet!



personalized for you —

Whatever your ideas — Geneva can create just the kitchen for you! A wonderfully efficient steel kitchen of unsurpassed quality — with unique "spin-shelf" cabinets... "whisper-quiet" insulated doors and smooth roller-drawer action! All highlighted by the lustrous beauty of your Geneva stainless steel sink! Yet priced for every budget! Your Geneva dealer specializes in creating the kitchen that is you.

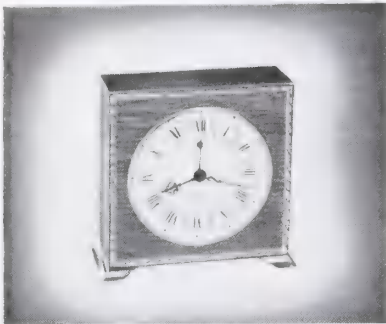
See him today.

Geneva Modern Kitchens
Geneva, Illinois (Dept. HB5-0)
Please send booklet described above. I enclose 10¢ for handling. No stamps, please.

Name _____
Address _____
City _____ State _____

Presenting

the season's newest SETH THOMAS CLOCKS



The right clock for every room! The Poise — cheerful — decorative. Extra value with mahogany cabinet, mellow alarm, electric movement. Ht., 5¼ in. Wdt., 5¼ in. \$14.95.†

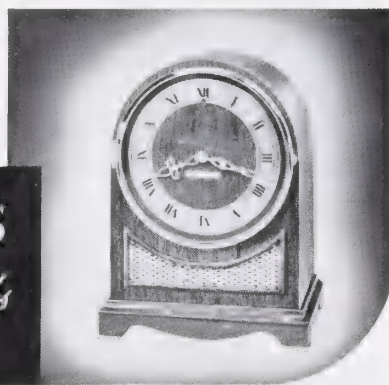


Clock for moderns! The Dynaire's smooth lines are molded from birch with brown mahogany or blond finish. Electric movement. Ht., 5¾ in. Wdt., 10½ in. \$16.50.†

Listen to the chimes... you'll want the Seth Thomas® Northbury to give or to keep! Mahogany case, electric or 8-day Westminster Chime movement. Ht., 11 in. Wdt., 8¼ in. \$65.00.† Seth Thomas Clocks, Thomaston, Conn. Division of General Time Corporation.

*Reg. U.S. Pat. Off. †Prices subject to change—tax extra

SETH THOMAS
The finest name in clocks
ELECTRIC AND KEYWIND



For
TABLE CHARM

From planned entertaining to informal meals — this silver-plated Casserole Server by Friedman master craftsmen. Use the silver base with cover as a vegetable dish — Fill the silver base with fruit or flowers for an attractive centerpiece — Pyrex liner 2 qt. capacity. For the name of the dealer nearest you write to Friedman Silver Co., Inc., 366 Fifth Ave., N. Y. C.

Friedman Silver NEW YORK

TAKE IT EASY, LADY!

CONTINUED FROM PAGE 246



No fumbling and no frustration finding foods in this Deepfreeze refrigerator. Left-over go in their own dishes on a shelf up top, which swings out to reach easily. Small fresh foods like eggs, radishes

which might get lost in the big crispers, have their own separate "handy bins" in front of the crispers. Butter lives in its own box on the door and always keeps at a spreading consistency. As much as 50 pounds of frozen food and 4 ice cube trays can be accommodated in the full-width Deepfreeze freezer compartment. Plastic meat tray directly underneath.



Go ahead, stay in bed late Sunday morning! Pop will be tickled to take over the breakfast chore, it's so easy with the Toastmaster waffle service. Tray, batter bowl and ladle, syrup pitcher, and the electric waffle iron are all fun and no work. You'll never hear his pet

swear words, either, for the grids are pre-treated with "Siltect" to prevent waffles from sticking. You decide for yourself whether you'll have them light or crisp. Tray is walnut veneer, pitcher and bowl green Franciscan wear, ladle measures out enough batter for one waffle.



Here's a switch—"as neat as a freezer." For what's neater than freezing jars on their own fitted Shelvatrays, frozen pies and cakes on their own circular Shelvatrays? Crosley

supplies these plus two big baskets in their 12 cu. ft. freezer, holding 430 pounds of food. Now you lay your hands on what you want when you want it. No packages are crushed or broken. Freezer lid stays open at any angle so you can use both hands. Contents are always visible, thanks to automatic electric light. Warning light goes off when temperature approaches danger mark.

Not just heat . . .
but **MOR-SUN**
indoor comfort!



• The most beautiful furnace ever built—the MOR-SUN—gives you more than just heat . . . it gives you complete winter air conditioning . . .

Tempered air at the temperature you select . . . scientifically humidified and circulated draft-free air . . . clean air free of dust and pollen, continuously replaced fresh air—all automatically—and all at less cost!

Yes—MOR-SUN gives you healthful indoor comfort!

So remember to call your nearest MOR-SUN dealer, or write us today—and forget your heating problems tomorrow!

MORRISON
STEEL PRODUCTS, INC., BUFFALO 7, N. Y.

CAN YOU IDENTIFY THESE HOMES IN FAMOUS FICTION CLASSICS?

by Marion Brownfield

(Answers on page 257)

1. This home was “an ancient mansion built in that odd mixture of Spanish and French style of which there are specimens in some parts of New Orleans.” The square building in Moorish style enclosed a courtyard. Wide galleries ran all around the four sides, with slender, pillared arches. The fountain threw a spray into a marble basin fringed with violets—goldfish darted in the water “like living jewels.”

A mosaic walk was surrounded by velvety green turf which in turn was enclosed by a “carriage drive.” Orange and pomegranate trees, Arabian and golden jessamines, geraniums, roses, and lemon-scented verbenas, and an occasional aloë “united their bloom and fragrance . . . The appearance of the place was luxurious and romantic,” indeed, with the galleries curtained with a Moorish stuff that could be drawn to exclude the sun. The childish heroine, happy in her return home, flew through the porch and parlor to a little boudoir opening off the veranda.

What little girl portrayed in fiction and on stage lived here?

2. This picturesque New England home “rose a little withdrawn from the line of the street, but in pride, not modesty.” It was ornamented with quaint figures of Gothic fancy drawn or stamped in glittering plaster composed of lime, pebbles, and bits of glass. Every side showed gables sharply pointed toward the sky. The many lattices with their small diamond panes admitted the sunlight into hall and chamber. The second story projected so far out over the first, that lower rooms were shadowy. “Carved globes of wood were affixed under the jutting stories. Little spiral rods of iron beautified each of the seven peaks.” On the triangular portion of the front gable there was a dial.

The principal entrance was covered by an open porch with benches. Under the arched door, two serving men directed people of all sorts who entered. The study was a handsomely furnished room of moderate size, somewhat darkened by curtains. Books on shelves, a map on the wall, and a portrait of Colonel

(Continued on page 252)

DETECTO



... wins the Fashion Academy
**GOLD MEDAL
AWARD**

The World's Most
Beautiful Hamper

ALUMINUM . . . Rustproof,
beautifully styled, durable,
sanitary . . . thoroughly
ventilated. Easy-to-clean,
smooth and snag-proof.
Hand-painted decorations.
\$7.95 to \$9.95

The New
Rustproof Wastebasket

ALUMINUM . . . Beautiful,
roomy—hand-painted
decorations to match
the Detecto Aluminum
Hamper. \$2.95



... the finest in Scales.

Aluminum Hampers & Wastebaskets



The Famous Detecto
Bathroom Scale

Guard health and beauty.
Accurate, handsome,
durable . . . fully
guaranteed. Easy-to-read
numerals. \$5.95 and \$6.95

All three featured in full range
of matching colors . . . each a
perfect gift.

AT BETTER STORES EVERYWHERE

Prices slightly higher in some western states

DETECTO Scales, Inc. BROOKLYN 5, N. Y.



"I'm so
thrilled
after using
Powder-ene!"

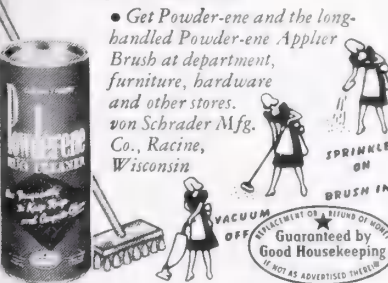
"I am sorry for all the years of
not knowing how easy it is to keep
rugs and carpets clean and bright
with wonderful Powder-ene."

Mrs. L. H. RABINOF, Palm Springs, Calif.

• Yes, you can always be proud of
the like-new beauty and freshness of
your rugs and carpets. Use Powder-
ene. No liquids! No suds! Cleans small
areas without leaving rings.

Just sprinkle this wonder-working
compound on any area. Brush it
in with a Powder-ene Applier Brush.
Two or three hours later, vacuum it
off. Like magic the dinginess dis-
appears! Beauty is restored. Follow
the simple directions.

• Get Powder-ene and the long-
handled Powder-ene Applier
Brush at department,
furniture, hardware
and other stores.
von Schrader Mfg.
Co., Racine,
Wisconsin



Spode THE FINE ENGLISH DINNERWARE



FLORENCE
Classic design inspired
by an ancient manuscript

IRIS
(BONE CHINA)
The simple beauty of
a single colorful bloom

That same fine quality that you demand from Spode is the reason for delay in filling orders. The trained hands of skilled craftsmen cannot be speeded up. There will be other orders ahead of yours, so it is wise to select your pattern as soon as you can. Booklet 41 will help. Send for it today.

Wholesale distributors

COPELAND & THOMPSON, INC., 206 Fifth Avenue, New York 10, N.Y.

BUY A LITTLE—BUT BUY THE BEST



So Happily Suited

Coppes kitchens are created individually for those who enjoy having the best. Each is planned and installed by a kitchen specialist. Whether you are building or remodeling, have a Coppes kitchen. It will be personally yours, perfectly suited to your taste, needs and budget.

Send for . . .

"Speaking of Kitchens."
Free. It's packed with ideas
and helpful information.

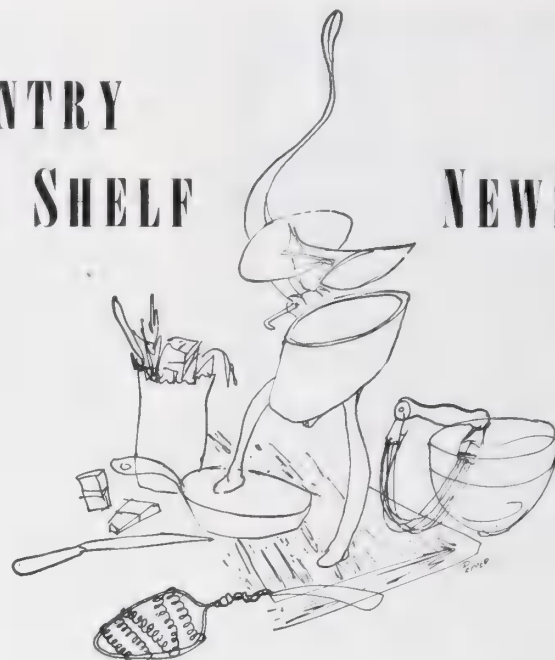
* T. M.



SELECTED DEALERSHIPS AVAILABLE

COPPES, INC. • NAPPANEE, INDIANA

PANTRY SHELF NEWS



by Julie Polshek

'Tis said, good food is the way to a man's heart. Here are savory foods he'll revel in

The miniature wood captain's sea chest in which S. S. Pierce Company pack a collection of 13 of their choice hors d'oeuvres is a fitting container for this treasure-trove of cocktail spreads and tidbits. It contains tried-and-true favorites, plus some delectable concoctions that I hadn't encountered before. One and all boast the superfine quality that has made the name of S. S. Pierce synonymous with fine foods.

It's a mouth-watering roster: a jar of red salmon caviar, a tube of anchovy paste, a can of purée foie spread—a delightful, butter-smooth spread made of pork liver, pork meat, and tripe; two tins of anchovies in olive oil—one of rolled fillets centered with capers and one of tender, flat fillets; there's a jar of sardine spread and one of sardellen butter—an ever-so-salty spread, perfect with drinks, that tastes like a cross between a sardine and an anchovy; the jar of herring salad is as delicious as it's unusual.

To go on, there's also a tin of salmon-cheese spread that artfully blends the flavor of pink salmon with that of mellow cheddar cheese; another of tuna-fish spread laced with sherry wine; a jar of antipasto hors d'oeuvres that combines fish and tasty marinated, diced vegetables; a bottle of pimento-stuffed Manzanilla olives. And finally, a jar of the most delicious lobster spread I've ever eaten. Except for its texture, you'd

think you were eating lobster right out of the shell. Pierce suggests using it to make lobster bisque. I promptly took the hint and whipped up, in short order, as delectable a bisque as anyone ever sat down to by simply stirring the contents of the can into a plain, rich cream-soup base.

Open up the tins and jars, set them, container and all, on attractive glass or china plates or platters, Swedish fashion, accompanied with various breads and crackers and a dish of butter balls or pats, and you have a savory Smörgåsbord spread fit for the gods.

The Captain's Chest of Hors d'Oeuvres costs \$6.49, complete, from S. S. Pierce Co., 133 Brookline Avenue, Boston, Mass. It's handsomely packed, a gift idea par excellence. Keep it in mind for Father's Day; here's a gift he'll really enjoy.

I knew that the Wisconsin folks make some mighty fine cheese, but it wasn't until I became the fortunate recipient of a ready-to-eat cottage ham butt from Farm Home Foods that I realized that there are folks in that neck of the woods that have a very special way with pork. The meat is tender and succulent, heavily smoked, country-fashion, to give it the wonderful flavor and aroma for which meats smoked the old-fashioned way are famous.

The butts are made of long-cured

ork shoulder—they're little fellows, weighing about a pound and half apiece, can be sliced and ten "as is" or treated as you could any smoked ham—for a boiled dinner, baked, fried or broiled. You can stud it with cloves and glaze it just as you would a large ham—just the ticket for two-me families that like ham but don't eat their way through even a half ham without having it fall on them before it's fully consumed. At cocktail-time, slice it paper-thin and serve it on wedges of dark rye bread, and you have a canapé that will win high favor with the men-folks—real he-man stuff. Another cocktail adaptation to whet the appetite is rolled, tooth-picked oysters filled with a dab of Roquefort cheese or cottage or cream cheese spiked up with Worcestershire sauce. However you use it, you'll enjoy its delicious flavor. The butts cost \$2.00 each, from the Home Foods, Watertown, Wisconsin.


Anyone who has dined at the Captain's Table seafood restaurants in New York, needs no introduction to the inimitable dressing with which they dress their salads. It turns a bowl of salad greens into a gustatory masterpiece. It's a

commonplace occurrence to see diners—men especially—order an extra salad, double-size. My self-appointed tasting squad went there one better—they were eating it with a spoon—without benefit of salad greens. When you taste the dressing, you'll understand why.

So many people asked for the recipe or wanted to buy the dressing to take home that Captain's Table has finally put it out for home consumption. Nothing about it has been changed. It's as "homemade" as the dressing served in their restaurants. It's made in small batches. It's supplied to vendors in limited quantities to make sure it won't tarry on their shelves. The ingredients are exactly the same—no binder or filler is added to its make-up.

This is dressing tailored to the palates of the legion who, like yours truly, like garlic flavoring to sing out lustily. It doesn't stand shyly in the background, yet despite the vigor of the garlic content, the dressing is blended so artfully that it complements rather than overshadows the flavor and tang of the other ingredients. What ingredients they are! Fine olive oil from the Samos and Calamatas districts of Greece famed for their
(Continued on next page)


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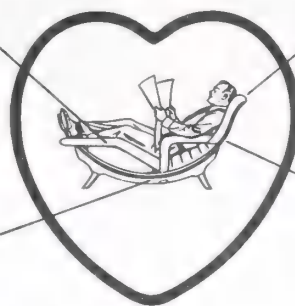


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PANTRY SHELF NEWS

CONTINUED FROM PRECEDING PAGE

yield, imported English mustard, mellow Spanish paprika, fine tarragon vinegar, country-fresh eggs. The last-named ingredient may come as a surprise, but it's an inspired addition. It gives the dressing added richness and a texture as velvet-smooth as Hollandaise sauce. The dressing is just about that consistency.

Be sure to try the dressing as a cocktail sauce for shrimp and a "dunk" for cocktail tidbits. It received a loud round of applause, also, when I used it as a sauce on baked fish and spiked up a batch of hamburger patties with it. A little mixed into mayonnaise used to dress fish and meat salads is an epicurean touch. Two 8-oz. bottles, \$1.50, Charles & Co., 340 Madison Ave., New York, N. Y.

More and more regional foods from far-flung places are being brought to our door steps to add their bit to our food repertoire. The latest one to cross my path is of Mexican derivation—the Old El Paso Mexican Dinner; to wit, one can each of tortillas, enchilada sauce, and pinto beans with chili sauce—the easy-to-combine makings for a zesty and unusual midnight dish or a main dinner course that can be whipped up in very short order. Mexican foods are a great favorite of all those who like "hot" fare. Men, especially, go for its lusty tang.

For those who aren't familiar with Mexican fare, fried tortillas (native Mexican paper-thin pancakes made of ground corn and water) plus the peppery enchilada sauce equals enchiladas. The pinto beans are a traditional side dish. The cans tell you in detail exactly how to proceed. They include, too, recipes for tortilla tostadas (tortillas cut into strips and fried) that are mighty good nibbling with cocktails or a tasty garnish for soups, as well as for tacos (fried tortilla turnovers filled with fried pinto beans or chopped meat). You can also combine the pinto beans and enchilada sauce with chopped meat and come up with a delicious chile con carne in no time.

If, like yours truly, you want your food "hot" but not, in true Mexican style, so peppery that you think someone set fire to your throat, you'll especially like the Old El Paso pack. They've tempered the native heat of the enchilada sauce and pinto beans a



YES, here's new beauty for your pool — and real economy for you! It's RAMUC, the gleaming water-resistant enamel that eliminates expensive yearly paint jobs. It seals concrete surfaces with a hard, glossy tile-like finish — a satin-smooth finish easy to apply, easy to clean. RAMUC stands up season after season without chalking, peeling or blistering. And any of its 12 delightful colors will hold their original fresh tones indefinitely under the strongest sun!

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wee bit. As they state on the cans, "Mexican foods prepared to American taste." The recipes are authentically Mexican, but with little less scorching fire.

One of the welcome aspects of enchiladas from a hostess' standpoint is that you can get them ready ahead of time. The tortilla can be fried, dipped into the sauce stacked on a cookie sheet, and put into a slow oven to await serving.

The Old El Paso Mexican Dinner, complete (serves 6), cost \$2.25, plus postage, from Seve Park Foods, 109 E. 34th St., N. Y. C.

CAN YOU IDENTIFY THESE HOMES?

CONTINUED FROM PAGE 249

Pyncheon were other details of this room. What mansion was this, famous for its roof lines?

3. This snug stronghold "was situated on the banks of the Hudson in one of the green-sheltered fertile nooks in which Dutch farmers are so fond of nestling. A great elm spread its broad branches over it." There "was a vast barn that might have served for a church. The schoolmaster who courted the rosy-cheeked heiress saw "sumptuous promise of luxurious winter fare" in roasting-pigs with apple in their mouths, pigeons tucked under coverlets of piecrust, geese swimming in their own gravy, rich fields of wheat, rye, buckwheat. The house was "spacious with a high-ridged yet sloping roof in the style of first Dutch settlers, with low eaves forming a piazza along the front, capable of being closed up in bad weather." The hall which formed the center of the mansion had dazzling rows of pewter along the dresser. Wool ready to spin was in a corner, ears of Indian corn, and festoons of dried apples, peaches, and peppers decorated the walls. Through a door could be seen "the best parlor" with claw footed chairs and gleaming dark mahogany tables, a fire-set, and on the mantel, conch shells, while above it were suspended colored birds' eggs. Besides all this, a corner cupboard displayed immense treasures of old silver and well mended china.

To whom did this prosperous Hudson River farmhouse belong?

4. — Castle was one of the most beautiful in England. There were great beautiful trees "arching their branches over the driveway leading to it; the park

was one of the broadest and finest." The young hero first beheld it as "big broad-branched trees with the sunlight striking golden lanes through them." He liked the bluebells, tall ferns, the rabbits that scudded through them. The castle had turrets and battlements and towers. The library was a very large and splendid room with massive carven furniture in it and shelves upon shelves of books. The furniture being dark, the draperies heavy, and the windows deeply recessed, the effect was gloomy.

Who were the titled males who lived here, according to a popular child's book?

5. "The Señora Moreno's house was one of the best specimens to be found in California" of the wholly generous and free-handed life led there by Mexican men and women in the early part of this century . . . The low adobe house had a wide veranda on three sides of the inner court. Much of the family life took place there. All the kitchen work, except cooking, was done in front of the kitchen doors and windows! The tiled floor and the benches were frequented by the cook, shepherds, lovers, babies, dogs, cats, and fowl. The arched veranda along the front, some 80 feet long, had five rooms

opening from it. Great Indian-made water jars held geraniums, carnations, and musk. Then there were all sorts of twining vines in which the Señora's canaries and finches sang. From the veranda and from the meadows could be seen the gardens, orange grove, and other orchards—almond, peach, apricot, pear, apple, pomegranate—and beyond, vineyards.

What famous Señorita, famous in both fiction and films, lived here?

6. This English home "was an old dwelling house, which my father bought with the flour mill, situated in the middle of the town, the front windows looking on the street, the desolate garden behind shut in by four brick walls. A most un-bridal-like abode . . . Yet the gloomy outside being passed by, the house looked wonderfully bright and neat: the walls and doors newly painted and delicately stencilled . . . All was done with taste and care; the colors well mingled, the woodwork graceful, and good." The English hero who brought his eighteen-year-old bride here was very poor, but he set out at once to make a garden.

Who was Ursula's husband who established this little home?

(Answers on page 257)



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HOW TO LEAVE HOME AND LIKE IT

CONTINUED FROM PAGE 114

May 16 and 17 will give a new twist to spring tours, presenting flower arrangements in home interiors. Different homes will be open each day, 1:30 to 5 in the afternoon, 7 to 9:30 evenings.

Valley Forge, twenty miles northwest of Philadelphia, where George Washington spent that winter, is heralding this spring with one of the nation's finest dogwood shows—50,000 trees in bloom.

Paper work

With so much travel literature coming at you uncalled for, it's easy to overlook this really useful material which you have to go after:

From the Foreign Currency Service, 1472 Broadway, New York 18, free, "Your ABC of Foreign Exchange," a handbag piece providing last-minute quotations on exchange rates all over Europe.

From the Pioneer Valley Association, Nonotuck Building, Northampton, Mass., free, "Where to Stay in Pioneer Valley," an accommodations list including a number of approved farm homes available for a real down-to-earth vacation with, in some cases, breakfast in bed.

From the Highway Travelers Club, 105 West Madison Street, Chicago 2, Ill., \$2, one year's membership in a new motoring service that brings you a year's subscription to *The Highway Traveler* magazine and specific tour information upon request, including accommodations, itineraries, sightseeing, highway highlights, a club emblem for your car or luggage, and a membership identification card.

From the All-Year Club Visitors' Bureau, 517 West 6th Street, Los Angeles, California, free—but you must pick it up in person since it cannot be mailed—"Here's Glamourland," a thrill-by-thrill itinerary through and around Hollywood, just the guidance you need to see name spots, studios, homes of the stars, as many, as much, and as easily as studio regulations and good manners allow.

Scotland's Gardens

One of the particular treats of a visit to Scotland this summer is the opportunity to visit the gardens and in some cases the interior of the country's finest old houses, Glamis, Cawdor, Drumlanrig, Traquair, Maxwellton, Abbotsford—the very names are soul-stirring. This is arranged by Scotland's Gardens Scheme which is so organ-

ized that some gardens are open every day from now through September, the distinguished hosts taking turns. You can thus take advantage of it any time between, by writing ahead to Scotland's Gardens Scheme, 10 India Street, Glasgow C. 2, Scotland—airmail, 15 cents—stating when you'll be around, so that you can be instructed ahead, and arrangement can be made to assure your welcome.

During the Edinburgh Music Festival, August 20 through September 10, regular motor coach tours will take you into a different area each afternoon, with tea served at one of the well-known houses you visit. For tour bookings, write ahead to the Glasgow address above, or apply at the Information Bureau, Music Hall, George Street, Edinburgh. In either case, and especially if you are asking that arrangements be made for you in advance, it would be nice to slip in a small donation, enough to cover the expense of making the arrangements at least. For Scotland's Gardens Scheme is strictly not for profit, but for the Scottish Queen's Nurses' Pension Fund.

More miles in Mexico

May 5 is finally definite for that oft-postponed and eagerly awaited event, the completion of the Pan American Highway all the way from El Paso through Mexico City to the Guatemalan border. The opening of this last lap from Oaxaca south to El Ocotil will give you just that much more mileage to plan into your next trip. For the time being you may make a few miles of it on gravel, and it will end at the border. But, like the many other new roads which have made automobile side trips popular in Mexico of late, it does give access to parts comparatively untouched, which you might otherwise miss. And accommodations have, in many places, preceded the opening, so that you will find a new tourist court at Oaxaca, and the luxurious Hotel Spa-Bonampak at Tuxtla Gutierrez in the Tehuantepec country, where the women wear those gorgeous cascades of embroidery. And even if you don't travel the new stretch yourself, you will enjoy being around when it opens. For the opening will be marked by a 330,500-peso border to border automobile race, from Ciudad Juarez to El Ocotil, which should make good watching anywhere along the entire route.

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It is a peculiarity of Washington State's Olympic National Park that you drive around it, not through it. The famed Olympic Peninsula Loop Highway, in fact, skirts the Park except for twelve miles along its northern stretch, where it dips in just enough to pick up the scenic south shore of Lake Crescent. This highway, however, is itself one of the continent's choicer motor trips. It is 320 miles of good road, sometimes desolate, but more often amazingly beautiful country. Taking it counterclockwise, by joining it either from U. S. 99 at Olympia, or by car ferry to Bremerton from Seattle, you drive the length of the Hood Canal, which is not a canal at all but a long, thin ocean arm busy with summer cottages and fishing craft. You pass across the top of the peninsula from dairy land as well groomed as Wisconsin to the "stump rancher" wilderness described by Betty McDonald. Then you descend on the ocean side from hoary rain forest to brisk industrial towns, with beach resorts inviting you to linger in between. And all the while the mountain jungle of the Park proper rises to your left, a shining, magnificent hub.

Easiest way to do it is via Gray Line's Loop Tour out of Seattle, which starts for the summer on June 26. Costs \$29.50 for two days with overnight at Lake Quinault and stopover privileges. If you drive it on your own, line up accommodations beforehand. For lodgings within the Park, write the Superintendent, Olympic National Park, Port Angeles, Washington. For lodgings elsewhere on the Peninsula, write the Olympic Peninsula Resort and Hotel Association, Colman Ferry Terminal, Seattle. And don't fail to ask, either, about all possible side trips. You can turn into the Park just south of Port Angeles, for instance, for a super-scenery drive along the Elwha River and up to Hurricane Ridge. From the west you can penetrate the rain forest for a more intimate view up the Hoh River Valley. And for those inured to pack trips and camping, inquiry will reveal that this comparatively new and unexploited Park has special advantages for those who like their mountains raw.

Canal view

If you remember with sweet sentiment the little boy who held the dyke (The Dutch, it turns out, never heard of him!), you'll want to see all you can of Holland any

(Continued on next page)

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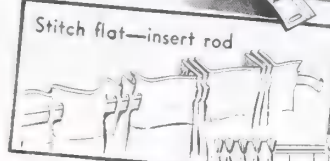
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HOW TO LEAVE HOME AND LIKE IT

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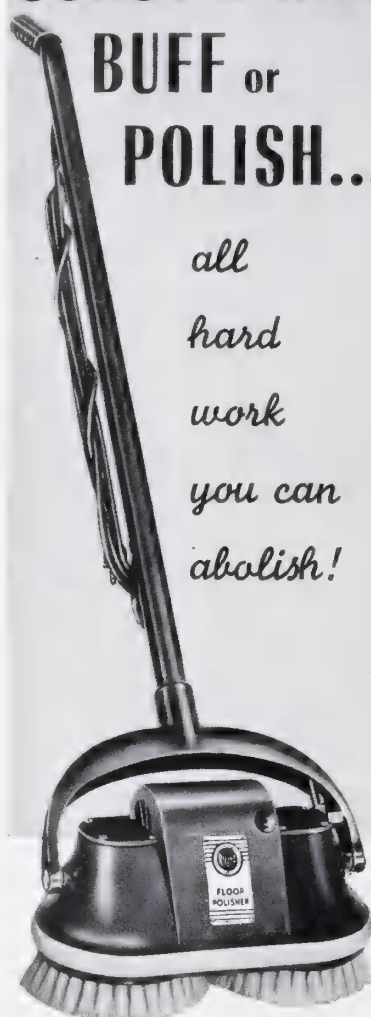
way you can, but mostly you'll want to see it by water. In Amsterdam, hasten to the water-taxi station at the Open Waterfront opposite Central Station, whence a glass-topped boat will give you an hour and a half's canal view of the city. Or go all the way by water on a picturesque cruise through Holland's rivers, lakes, and canals and up the Rhine. These are offered by Yacht Holidays, Ltd. of London, represented here by Thomas E. Cook & Sons. Trim white yachts, accommodating 20 to 30 in outside single or double cabins, follow 8- and 15-day itineraries. Around \$110 for 8 days, \$200 for 15, including first-class transportation from London. Through May 20 the 8-day cruises will concentrate on the bulb fields abloom. On some of the 15-day cruises you can arrange for a train and motor coach extension from Frankfurt, Germany to Oberammergau.

Modern antiques

It's all very fine and educational to look at the handicrafts of the good old days across a museum railing or through a glass case. But an antique in the hand is more satisfying even if it's a reproduction. New England, treasure country for antique-loving tourists, has thoughtfully contrived a number of active handicraft programs which produce today, by yesterday's methods, materials and designs, facsimiles of the objects your ancestors used to make.

At Weston, Vermont, for one, the Vermont Guild of Old Time Crafts and Industries, housed in an eighteenth-century Grist Mill, turns out and sells, both at the Mill and at Weston's famous Old Country Store, many desirable crafts, including handsome hand-woven tweeds. The League of New Hampshire Arts and Crafts does a similar job, with headquarters at Concord, and shops identified by signs elsewhere in the state. You will find choice coverlets, piece bags, samplers in the Oliver Wright House and Gate House at Old Sturbridge Village near Springfield, Mass., where reproductions of old cabinetwork and ironwork are also made. The Esther Stevens Brazer Guild, whose members are especially interested in the early American crafts, will hold its annual meeting here, May 12 to 13. You can see a demonstration of seventeenth-century crafts methods in

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the Pioneer Village at Salem, Mass., and a similar program under way at Plymouth. To enjoy most thoroughly what you see, and buy with understanding, forearm yourself with Allan H. Eaton's *Handicrafts of New England*, a thick, richly illustrated survey of all the handicrafts now being practiced in this area. Harpers, \$5.

Ships that pass

Those about to sail the high seas will find these changes have been made in the wherewithal:

Gone into well-earned retirement is the "Aquitania," grand old lady of the Atlantic, after 35 years of service, during which she sailed three million miles, made 442 voyages, carried over a million passengers, served in two wars.

Back in service, these three: Cunard White Star's "Franconia," completely reconditioned, now carrying two classes, New York and Liverpool.

Swedish American Line's "Gripsholm," also reconditioned, New York and Copenhagen.

Italian Line's "Conte Biancamano," also reconditioned, in express service, New York and Genoa.

Coming this month: the "Empress of Scotland," formerly the "Empress of Japan" and Canadian Pacific's Pacific Fleet Flagship, "Quebec," Liverpool, Greenock, Scotland.

Coming soon: American President Line's brand new "S. S. President Jackson," first of four luxury cargo-passenger ships scheduled for round-the-world service. And the Matson Line's "Mariposa," long scheduled to re-enter Pacific service.

It's never too late for Europe

Come next fall, you may be glad the Europe-bound summer crowds cornered you into postponing your trip until autumn. For partly because of Holy Year, partly because summer is rapidly becoming the old-fashioned time to travel, most facilities for European travel, and many tours will operate right through the fall months. Not only will the crowds have subsided, but costs will have been cut still fur-





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FABULOUS FUN



Nothing like a Green Mountain Summer

Whether in your own home-in-the-country or in one of the hotels, inns or tourist homes for which the State is famous, there's nothing quite like the relaxing, cultural and friendly atmosphere of a holiday in Unspoiled Vermont.

If you can consider home ownership ask for free book, "Vermont Farms and Summer Homes" (not illustrated), a prelude to a tour of discovery. For a scenic touring and vacation preview, ask for new color-illustrated Tour-Map Folder, your guide to a remembered outing. Vermont is a "must" in any New England trip.

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ther by off-season rates. And Europe itself can be counted on for many charms the summertime visitor must miss. In Europe the hunting season has many piquancies, like the pink coats in which the British pursue the fox, and the open castles with which Austrian gentry welcome Americans come to hunt the chamois.

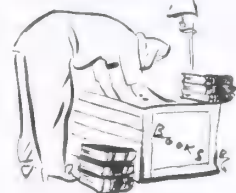
The harvest season has many pluses, particularly the wine festivals in foothill districts of middle and southern Europe, to which the Gastronomic Fair at Dijon, France, can be taken as a sort of gourmet's climax. And fine weather, mellow, golden, delicately spiked with fall, lingers in a variety of places. In Britain you can partake of such diverse doings as the gay and colorful Scottish Highland Gatherings, or the pomp and circumstance attending the State Opening of Parliament in London. Fall is especially recommended for a trip through the French Pyrenees and Basque Country, from pink Toulouse to walled Carcassonne. And in Europe's many southern seaside resorts, from Biarritz, where you can swim through October, down through the Estoril) and Malaga, to the Mediterranean Riviera, where you can swim all year, fall is the time to enjoy peak-season hospitality free from the hubbub of peak-season crowds.

CAN YOU IDENTIFY THESE HOMES?

CONTINUED FROM PAGE 253

ANSWERS

1. Little Eva St. Clair in "Uncle Tom's Cabin" by Harriet B. Stowe.
2. "The House of Seven Gables" by Nathaniel Hawthorne.
3. Baltus Van Tassel in "The Legend of Sleepy Hollow" by Washington Irving.
4. The Earl of Dorincourt and Lord Fauntleroy in "Little Lord Fauntleroy" by Frances H. Burnett.
5. Ramona in the book of the same name by Helen Hunt Jackson.
6. John Halifax in the book "John Halifax, "Gentleman" by Dinah Marie Mulock Craik.



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THE NEW AMERICAN ARCHITECTURE

CONTINUED FROM PAGE 137

The early work of such creative
spirits as Willis Polk, Clarence
Mayhew, Louis Mulgart, Bruce
Porter, and the Greene brothers
was followed by an equally cre-
ative production from a whole con-
stellation of residential architects
whose work dominated the Thirties
and Forties, and who have had
wide influence on the rest of the
country ever since then.

The creativeness and influence
of the last 25 years of West Coast
designing has been vastly misun-
derstood. Erroneously, it has been
ascribed to climate. In reality it
has been produced by the char-
acter of the people. Sociologically,
the West has been a frontier soci-
ety—rugged, pioneering, and free
of the restrictions of a formulated,
crystallized society. This environ-
ment creates open minds and tol-
erance, and produces people who
think originally. This is the real
secret to West Coast creativeness.

The West's geographical and cul-
tural remoteness from European
influences allowed her early archi-
tects to become more original think-
ers than their fellows on the East
Coast, who were lashed to tradi-
tion by their clients' wishes. The
strong individualistic spirit of the
pioneers, which permitted everyone
to think for himself and frowned
on "copy-cats," was the perfect
mental climate for the production
of new forms. Thus the West be-
came, as well as a melting pot, a
laboratory for new ideas.

These early creators all had an
open mind, and their work was
readily accepted and encouraged
by cultured Westerners, and by the

cultured from the East who mi-
grated West. It is interesting to
note that in this vigorous early
work these creators spurned the
bizarre, the extreme, the *avant
garde*, the meaningless. If they did
something, it was because there
was a reason—not because some-
one had done it before them.

The rest of the country has
watched this West Coast leadership
with mixed emotions—including
jealousy. Although it was widely
copied from the start (witness the
"California Bungalow") there was,
at first, a tendency to dismiss it
as too exotic: "It's all right for
California but it wouldn't work
here." Now we are at the other
extreme—building "California-type
ranch houses" in every state of
the Union regardless of their fit-
ness to the site and the climate.

Both extremes are wrong, of
course. But what the country can
learn from West Coast houses is
their emphasis on designing to suit
our up-to-date ways and our de-
sire to be made comfortable; their
nice adjustments to climate and
topography; their understanding
that beauty has little to do with
either large size or high cost. This
is not a special Western formula,
of course, but it seems to get for-
gotten more often in sections east
of the Rockies.

Since World War II, there are
stirrings of creativeness in many
other sections of the United States
which indicate that the center of
architectural progressiveness may
shift once again.

In the meantime, we are all in-
debted to these pioneering spirits.



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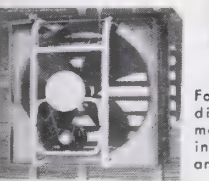
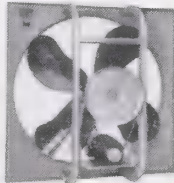
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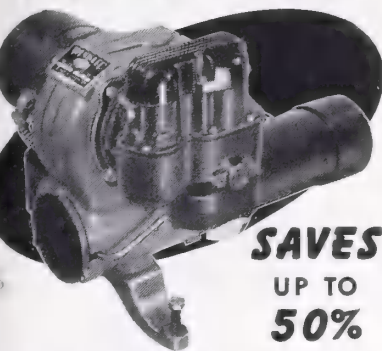


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AMERICA'S EMERGING PATTERN OF LIVING

CONTINUED FROM PAGE 149

Following is a list of merchandise and construction material used in the house furnished by Jacksons for Belvedere Land Co.

Living Room

"Ashcraft" furniture. Heywood-Wakefield, Gardner, Mass. "Kilmer" drapery fabric. Kandell, Inc., New York, N. Y. Textured upholstery fabric. Kandell, Inc., New York, N. Y. Carpet. James Lees & Sons Company, Bridgeport, Pa. Stirrup lamp, Brach-Allen Studio, Chicago, Ill. Weather vane figure of man and sextant, courtesy of C. W. Lyon, Inc., New York, N. Y. Cow weather vane and black iron rooster on wood. The Downtown Gallery, New York, N. Y. Other accessories. Jacksons.

Bedroom

Matching fabric and wallpaper from the Waterhouse Collection. S. M. Hexter Co. and The Warner Company, Chicago, Ill. available at C. W. Stockwell Company, Los Angeles, Calif. Painted chest. Morgan Furniture Co., Ashville, N. C. Needle-tuft rug. Cabin Crafts, Dalton, Georgia. Lamp with eagle from the Stiffel Collection. Stiffel-Bradley Company, Chicago, Ill. Primitive painting, courtesy of The Downtown Gallery, New York.

Terrace

All furniture. Van Keppel-Green, Beverly Hills, Calif.

Construction Materials

Foundation: Concrete slab. **Exterior wall surfaces:** Red wood boards. Cabot's Driftwood Grey stain on walls. Cabot's dark brown on overhangs. Samuel Cabot, Inc., Boston, Mass. **Interior wall surfaces:** "Sheetrock", U. S. Gypsum Co., Chicago, Ill.; "Weldwood" living room walls, U. S. Plywood Corp. **Glass:** Plate in living room. "Color-Clear" in bedrooms. Libby-Owens-Ford, Magnalite B obscure glass. Mississippi Glass Co., St. Louis Mo. **Electrical wiring:** Trumbull distribution panel. Trumbull Electric Mfg. Co., Plainville, Conn. **Lighting:** Prescolite flush ceiling lights. Pressteel Company, Berkeley, Calif.; Versen lights in entry, Kurt Versen, Inc., Englewood, N. J.; fixtures at entrance and in baths. Peerless, San Francisco, Calif. **Heating:** Payne Furnace Division, Monrovia, Calif. **Ventilating fan:** Trade Winds Motor-fans, Los Angeles, Calif. **Hardware:** Schlage Lock Co., San Francisco, Calif.



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The Man Behind The Hoe

CONSERVE WATER. Folks in water shortage areas where subsoil reserves were not built up by winter rain and snow should plan their summer garden with drought in mind as a possibility. More space per plant helps a lot. Collect organic material, such as leaves and lawn clippings, to use later for summer mulching. Kill weeds when they are small so they will not sap precious soil moisture.

BY-PRODUCT MULCHES. While living in the South, I used to get sacks of peanut hulls for mulching around tomatoes and the summer crop of pole beans. Cotton-seed hulls were used by some of my neighbors. You may have an agricultural by-product locally available that is suitable for mulching. Ask your county agricultural agent.

PROTECT ASPARAGUS. Last spring a May frost spoiled all the asparagus spears that were up at the time and many gardeners lost two good cuttings. When a freeze is predicted, harvest all spears that are six inches or more above the ground. Cover the shorter spears with a little soil. They'll break through as soon as it warms up enough for growth to resume.

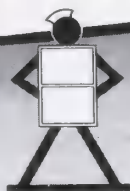
REMOVE TOMATO COVERS. Early tomato plants are also vulnerable to late frost. No doubt you have your own scheme for covering them. But it's just as important to uncover promptly in the morning to avoid over-heating after the sun is well up. Soft growth that occurs during even one day of high temperatures and reduced light is very susceptible to damage by both frost and wind.

SPRING USE FOR BASKETS. Half-bushel baskets were used to cover tomatoes on frosty spring nights by a neighbor of mine when I lived in Pennsylvania. They are about the best cover available from the standpoint of ease of storing and moving to and from the garden. They are large enough, too, to cover husky pot-grown plants without risk of injury.

STRAWBERRY BLOSSOMS. Spring blossoms on newly set strawberries should be picked off to promote better first-year vegetative growth. If you have a new planting of ever-bearers, remove the blossoms until midsummer. You will get a larger fall crop.

(Continued on page 265)

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"Weed" your whole lawn in less than one hour with End-o-Weed. Kills over 100 different varieties of weeds without harming ordinary lawn grass. One application usually does it. Just dilute End-o-Weed with water and spray it on.



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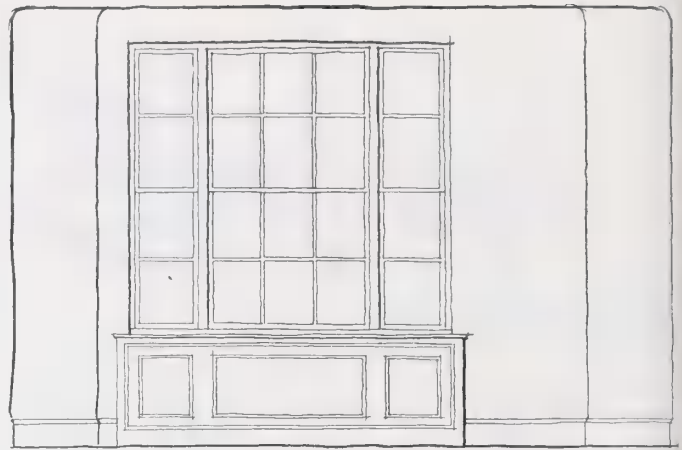
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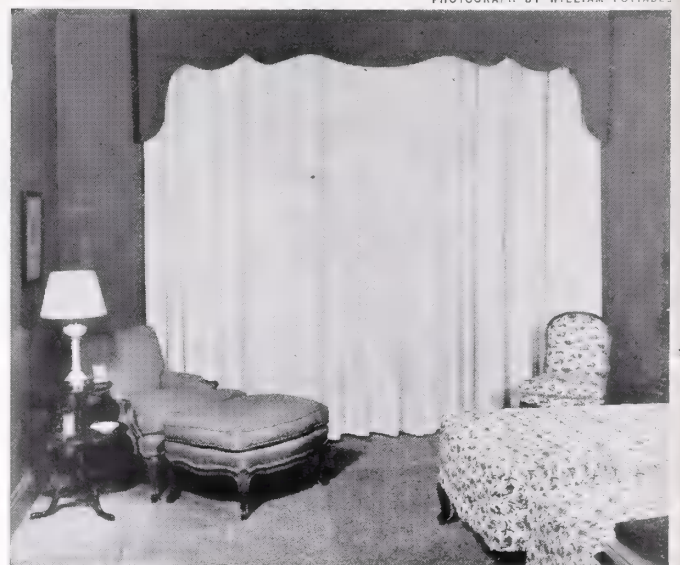
DRAWING BY SIGMAN WARD

• The off-center, triple window above is a fairly common occurrence in apartments. To drape the curtains within the limits of the window would emphasize the lack of wall balance, affect the whole room. See how Ormond Riblet handles this problem in photo below.

How to Curtain Off-Center Windows

When you are confronted with a problem window like this, disregard the window itself and think in terms of the entire wall. The effect is more dramatic, it solves the problem, and gives an airy look to the whole room

PHOTOGRAPH BY WILLIAM FOTIADES



■ By considering the wall, not the window, Mr. Riblet produces the illusion of a wide balanced window. He unifies window and wall by painting shaped valance and walls the same color. Wall space at right of window is white to give the effect of light under sheer curtain.

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No bothersome cushions to take in at the sign of a sprinkle. Won't rust, can't rust—Salterini NEVA-RUST* process guarantees it! Better department and furniture stores are featuring Sta-out† and we'll be pleased to send you the names of the ones nearest you. Or, see your decorator.

Above

Arm Chair with Pull-out Tray, No. 0664
Loveseat, No. 0668
End Table Magazine Rack, No. 0527
Finish: Shrimp Pink; also available in
Statuary Bronze and Antique Ivory

Right

Arm Chair with Spring Steel Base, No. 0666
Nest of Lily Pad Tables, No. 252
3-piece Sectional Sofa, No. 0662/3, 0662/2, 0662/4
Rocker, No. 0665
Nest of Tables, No. 0526
Finish: Antique Ivory; also available in
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A big, rugged sprinkler with new-type chrome-plated brass nozzles that throw more water when set for fine spray. Exceptionally good for new lawns. Revolving or stationary operation. Rich green circular base and upright. \$6.25. (Denver and West, \$6.50.)

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- Tarnish proof
- Scientific design

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prevents damage
to blades from
fence wire, etc.

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Famous for **Sunbeam** TOASTER, MIXMASTER, COFFEEMASTER, IRONMASTER, SHAVEMASTER, WAFFLE BAKER

The Man Behind the Hoe

CONTINUED FROM PAGE 260

WATCH FOR FLEA BEETLES. These tiny black insects eat small round holes in leaves. The pest is hard to see because it hops around so fast. Watch young plants, especially tomatoes, for signs of damage. Apply an all-purpose dust containing rotenone. Flea beetles usually stay around only a short time, but they can do considerable damage in years when they happen to be numerous.

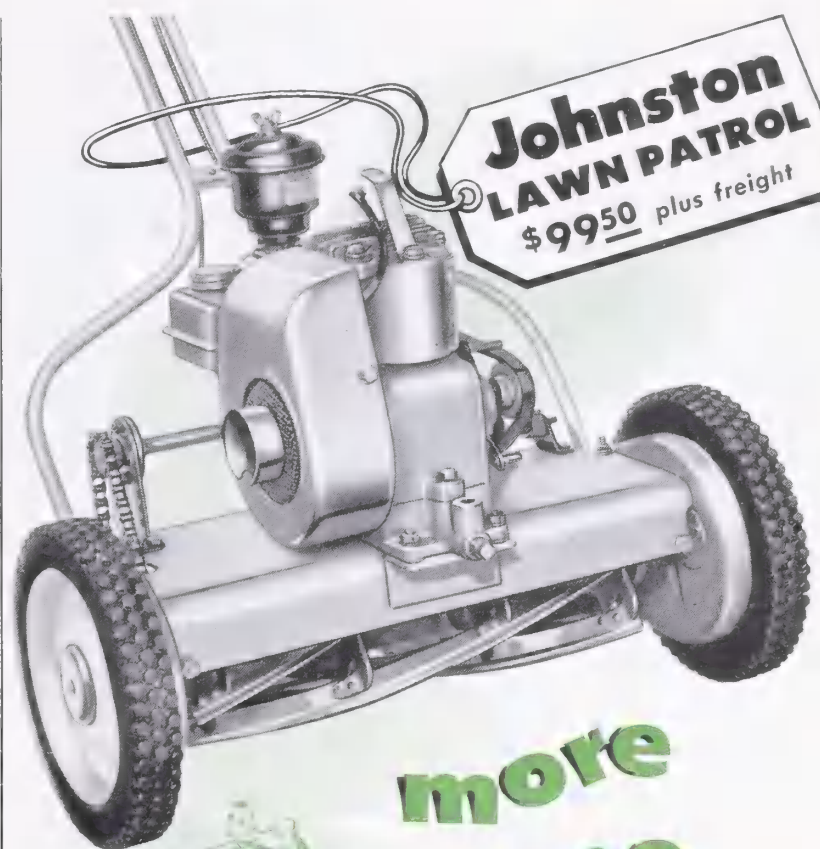
TO SPRAY OR NOT TO SPRAY. Blossom time inevitably raises this question for folks with a few apples or pear trees. Unsprayed back-yard trees often produce good fruit because of the birds and other natural insect predators. But codling moth often causes wormy fruit even on a lone tree. Scab is likely to be bad in damp years. You can't depend on getting by without spraying.

PASCAL CELERY. Green Pascal-type celery seems to be a universal favorite nowadays. I am often asked whether it can be grown in a home garden. Yes. It's not difficult to grow, but it is likely to be bitter in warm weather. So seed now and transplant when large enough. It will make wonderful fall celery and may be stored outdoors until early winter. A word to beginners: Celery requires fertile soil, lots of water, and, in humid weather, frequent spraying for control of leaf diseases.

ONION MAGGOTS. Several of my friends here in Michigan have given up planting onion sets because maggots have ruined their crops for the last two years. Ray Hutson, entomologist at Michigan State College, tells me there is something especially attractive about onion sets to this pest. If maggots have been causing trouble, try onion transplants instead of sets.

FAST START. Gardeners everywhere are finding that starter solutions speed young transplants on their way, particularly tomato, pepper, and strawberries. European gardeners have used weak manure water for years, but a balanced plant food in concentrated form makes the practice more convenient and often results in better plants. "Takehold" is the name of one of the several soluble plant food concentrates I have used. Just a few stirs after the directed amount is poured into the sprinkling can, and it's ready to apply.

BUSH SWEET POTATO. Southern gardeners, watch for the new bush-type sweet potato! It should fit into the home garden better than ordinary vining types and will be easier to harvest. I was astonished when I first saw a planting in Texas. The first plant was found by a Texas farmer in a field of the Puerto Rican variety.—Keith C. Barrons



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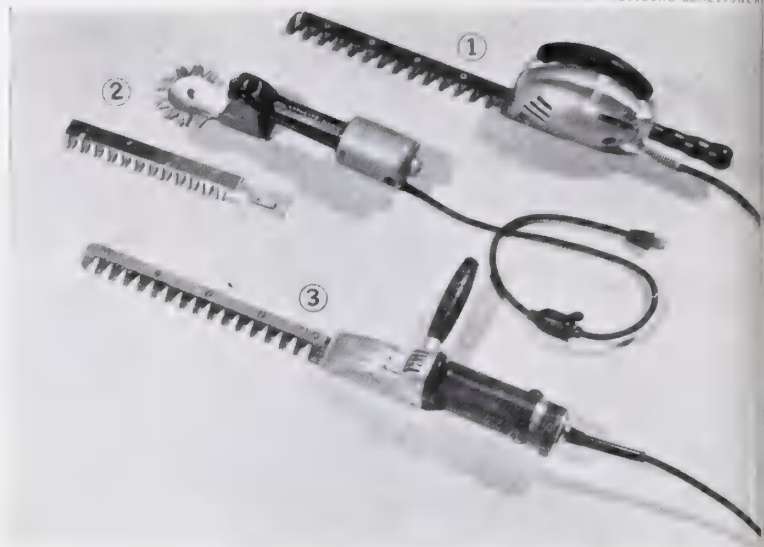
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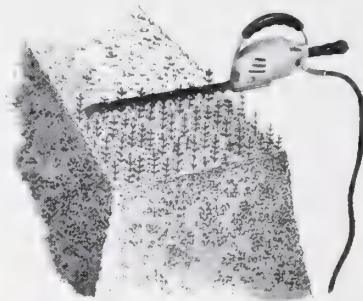


1. Skilsaw

2. Robertson

3. Sunbeam

The right way to trim a hedge



Shape of the finished trim job deter-
mines whether your hedge stays tight
to the ground or becomes leafless at
the bottom in time. Keep the base
wider than the top so that the lower
leaves get a full ration of sunlight.
Top should not be wider than 24 inches
if heavy, wet snows are common.

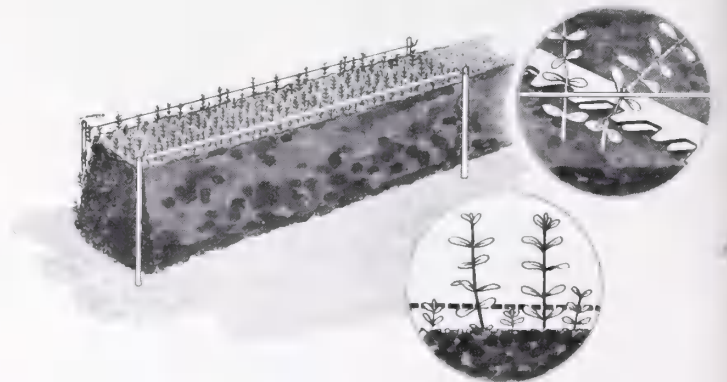


RIGHT



WRONG

SKETCHES BY JOHN DRIMER



The whole object of trimmed hedges is to get strong, straight lines,
so use guide strings when you trim. Most people find it easiest to
keep their hedge shears below the string. Trim when new growth gets
1 to 2 inches above last cut. Make new cuts about 1/4 inch above the
old so top of hedge always has a tight cover of leaves.

(Continued on page 268)

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's tops in grills! Positive six-way draft control provides faster, easier fire kindling, saves fuel, guarantees tenderer, juicier charcoaled steaks, chops and barbecues. American's many plus-features insure perfect lifetime performance. Shipped fully assembled.



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Garden Books Worth Reading

Flower Craft by Patricia Easterbrook Roberts; Crown Publishers, New York; \$2.75.

Not since Sheldon and Ferguson wrote "Fun with Flowers" some ten years ago has there been as useful a book on how to use flowers. But if "Fun with Flowers" irked you because it poked fun at the ardent arranger, you will like Mrs. Roberts' philosophy. She understands your interests. For 20 years she has been a florist, and like the ever-increasing number of good florists, she has catered to you. She deplores the industry's insistence on sale of flowers by the dozen.

The book is full of useful hints to make using flowers more fun. On page 53 we read, "When arranging flowers in transparent containers where the usual flower holder cannot be used, try filling them with sand. If dry sand shows a better color, insert a smaller container into the sand to hold the necessary water." On page 37, "Flowers should not weigh you down, seek the limelight, prick you to death, or be worn when it would be better if they were buried. They should pep you up, add to your personality, and attract attention to you, not to themselves. They should not be so whopping big that they drag your shoulder from its natural line, or so insignificant that one wonders why they are there at all." On page 139, "Late afternoon is the best time to cut garden roses if you want them to last."

It all goes back to Mrs. Roberts' belief, "God surely did not mean flowers to be a luxury to mankind. . . . Our civilization lacks something if we think of flowers only on rare occasions instead of for every occasion."

My only criticisms of the book are two. Trying to stretch the sales appeal to include the commercial florists results in a double message which becomes confusing in parts of the book, and the illustrations are little sketches that often are more arty than useful guides to follow. There are no photographs.—J.E.H.

The Vegetable Calendar, by Dr. William H. Eyster. Rodale Press, Emmaus, Pa. \$1.

Even if you are an experienced gardener, you will find this booklet useful. The spring and fall frost maps alone make it worth having, as well as the tables of

(Continued on page 277)

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The original electric "Stair-Lift." Folds against wall when not in use.

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This is the tight screen you can have if you start your hedge right and trim it in way shown on page 266. But no amount of trimming can make the columnar evergreens like these hug the ground. You must use a spreading evergreen—hemlock, yew, spruce, and pine—to do this.

THE RIGHT WAY TO TRIM A HEDGE

CONTINUED FROM PAGE 266

PHOTOGRAPHS BY MAYNARD PARKER



This is one way to do a lot of extra work and to invite future trouble. The whole purpose of a trimmed hedge is to get a screen in which the individual plants no longer stand out. Trim from beginning as a hedge rather than as a row of plants. This insures hedge will be tight.

THE AMERICAN STYLE IN GARDENS

CONTINUED FROM PAGE 156

man they really are. By using the laws of optical illusion, a clever designer can make the lines of a room continue out through glass and merge with the lines of his outdoor elements (terraces, pavings, fences, cheek walls, etc.), so you are not aware of the enclosing walls of the room. So it seems much bigger.

These four causes are completely remolding our concept of how a garden should work and how it should look. In some parts of the U.S.A. the new style is so well developed and widely accepted that it could almost be called "the old style." In others, particularly the East, the new Style is so new that many people have never seen it—except photographically—though generally there are one or two examples in every one of the more progressive cities and suburbs.

This new point of view about gardens is suitable to any size yard, any kind of house, any budget. It is realistic, facing up to the needs of Americans living in 1950—not backward to the old dreams of life drawn up during the Seventeenth or Eighteenth Century.

TODAY'S garden provides beauty to live in, not just to look at from afar. There is a beauty outside every room, and every window overlooks an attractive planting that has no off-season, either winter or summer. It is a close-up sort of beauty. It employs big bold architectural lines, leaf textures, flower fragrances. You enjoy it through sight, touch, and smell. The devices to enlarge the perspective, and the movement created by light and moving shadows, are deliberately used to make the garden look much bigger than it is. There are no park-like vistas or allées—

traditional backbone of imported European estate gardening—because they don't fit today's small lots and the American way of life. Americans don't want to have to tour through a garden like an art gallery, as European landowners did.

Because we install big windows—even whole walls of glass—we want the garden beyond to seem to be part of the room. We want to spend hours in spring and fall sunbathing in privacy. Then, come hot weather, we want shady, breezy places to sit and sip tall, cool drinks. In short, we want our garden to pamper us, to keep us in luxury.

Today's garden is becoming a tool to achieve more comfort, a tool as tangible as your heating plant or your wall insulation—as miraculous as radar. The new science of Climate Control lets you shrink the bad seasons and stretch the good seasons. It offers a choice of terraces to fit the climate of each season, from protected sun-pockets for fall and spring, to shaded, breeze-swept porches for midsummer heat. There is rain protection overhead, anti-splash mulching on plant beds that occur near glass or light-colored paints. There are quick-drying pavings underfoot to let you go out before the ground is dry. There are such luxurious wonders as radiantly-heated terraces to provide welcome warmth on chilly nights when you would otherwise have to stay indoors.

Louver fences bring in summer breezes, and windshields keep out unwanted spring and fall drafts. Frost gates trap cool air in summer and make your yard cooler than your next-door neighbors'.
(Continued on next page)

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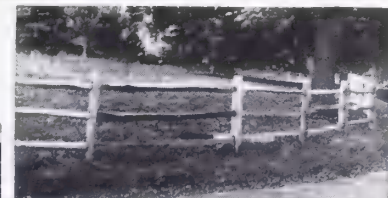
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THE AMERICAN STYLE IN GARDENS

CONTINUED FROM PRECEDING PAGE

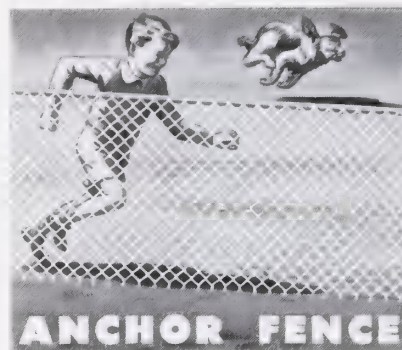
These same frost gates vent out the cold air spring and fall, so make your yard warmer than the neighbors' during spring and fall weather, so that your garden will bloom longer.

Privacy today is more than visual. The 1950 garden also shuts out the sounds and dust of a too-mechanized world. We want our gardens to give the *complete* privacy needed for truly relaxing from today's tensions.

All this is being achieved without making us slaves to our gardens. They are a hobby with us. Today the professional gardener is a rarity. Even if you can afford him, you can't find him. The owner does his own work. Consequently, he looks for work-savers. Today power tools are considered a necessity, and this goes for the banker on his estate or the office and factory worker in his cottage or doorway garden. He insists that plants must thrive without a lot of fussing, sprays, or winter covers. They must stay in scale without need for constant snipping. Clipped shrubs (topiary) and bedding plants (carpet bedding), old European customs, happily have vanished. Sheared hedges are used now only when really needed (when space is too tight for loose plantings, or when an architectural-type background is wanted).

DINING and entertaining facilities are part of the new style. Dining terraces are deliberately planned for, and not left to chance. They are as practical as those offered indoors. Eating outdoors, *if it's easy and convenient*, is one of the best ways of all to eat. Our wheeled serving wagons roll easily from the kitchen to the garden on smooth, paved surfaces, now that dining is considered a part of gardening.

The new style of garden assumes that the children deserve a chance to live in their own yard. Play is made a family business. Part of the yard is reserved strictly for play equipment, but it is so located and developed that it easily converts later to plant beds when the sandbox, trike and scooter run, rink and hopscotch court are no longer needed. The garden itself is made child-resistant by large, open central areas, raised planting beds, and sturdy plants that can withstand an occasional banging. "Children and a garden, too," is



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not only possible but practical.

This practical viewpoint carries over into the planning of the service functions of the yard—laundry, trash disposal, wood storage, and garden work-center. An efficiency expert would find little to complain about in the 1950 service yard—no waste space, no wasted motions, engineered and assigned storage item by item. Today's garden is a realistic garden. It looks today's needs straight in the eye and proceeds to solve them—wisely.

All this is a far cry from the gardens of the past. American early gardens followed the rigid design plans imported from Italy, France and England. The garden was an art gallery containing rare plants and sculpture as the end of each axis. The owner took his guests on a tour of the garden to show off his latest acquisitions. No cost for building or maintaining a garden was too great, as long as its design was authentic Italian, French, or English of the "X" era. The great sin to avoid in gardening was non-conformity to the prescribed rules inherited from the past.

About 50 years ago these European dogmas were diluted by design ideas imported from China and Japan. The Orientals built their gardens with the needs of the plants in mind, so that the garden looked attractive throughout all 12 months. This made sense to the Americans. (There had been some of this interest years before in England, but it led to the now discredited picturesque garden more aptly called "tumbled-down nature.") America became interested in the real beauty of nature. Thus, naturalism became the idea for American gardens. It lets us get intensive beauty in a small space.

SO nowadays garden planning starts indoors and goes all the way out to the lot line. The needs of your family for living space determine what the garden will be. If you like the American Way of Life, you do *not* try to superimpose on your yard a cut-down version of an imported plan made for Versailles, Venice, or London. You do *not* start your planning by thinking how the house will look from the street. You do *not* start by arbitrarily chopping the yard into three chunks—public, service, and private areas. The old idea of giving up ⅓ of your yard to the public gaze is unfair to your family. Why buy the extra land, pay

(Continued on page 276)

Garden accessories that earn their keep

PHOTOGRAPH BY RICHARD AVERILL SMITH



• A dipping well is a great time-saver. You can fill your watering pot, soak pot plants, leave cut flowers in it temporarily, and use it as a bird bath. Florence Baker, landscape architect.

PHOTOGRAPH BY F. S. LINCOLN



• Lamps are more than ornaments. They identify your driveway to arriving guests, day or night, and save you many stumbles and falls at night. Light comes first, looks second. Set the lamp high enough so entire area is covered. L. H. Parsons' garden, Pennsylvania.

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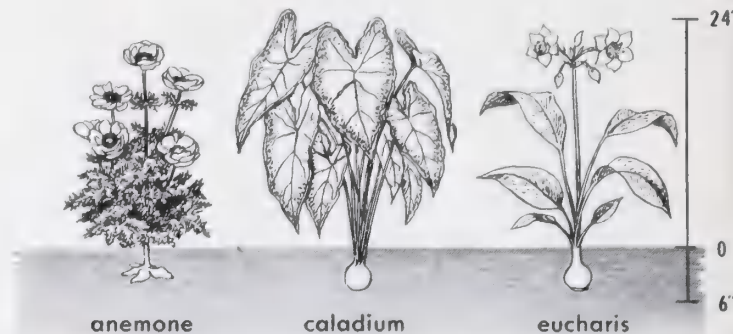
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caused from condensation on cold water pipes. Turn idle basement space into play or work rooms. Keep store rooms dry. Just wrap cork-filled NoDrip Tape around pipes and joints. Do it yourself. Clean and easy to apply. Roll covers about 10 feet of 1/2" pipe, \$1.69.



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anemone

caladium

eucharis

Summer anemones and caladiums do well in shady spots. Mix a generous amount of peat into the soil and feed plants liberally, especially giant caladiums. Eucharis do best in partial shade. You can grow them in pots or in the open ground.

Plant these bulbs for summer Color

by Edwin F. Steffek

Here's how to get lots of color during the hot weather and through early fall. With few exceptions (as noted under each group), you handle these bulbs like gladioli. Plant anytime after ground is warm, in full sun or only a little shade. They'll thrive in any soil that will grow vegetables—or weeds. Mix a little plant food in before you plant. Give extra water if season is dry. Except in the South, dig when frost has nipped the tops and store in a cool, frost-free place for winter. Sketches show habit of growth, mature height, and depth to plant.

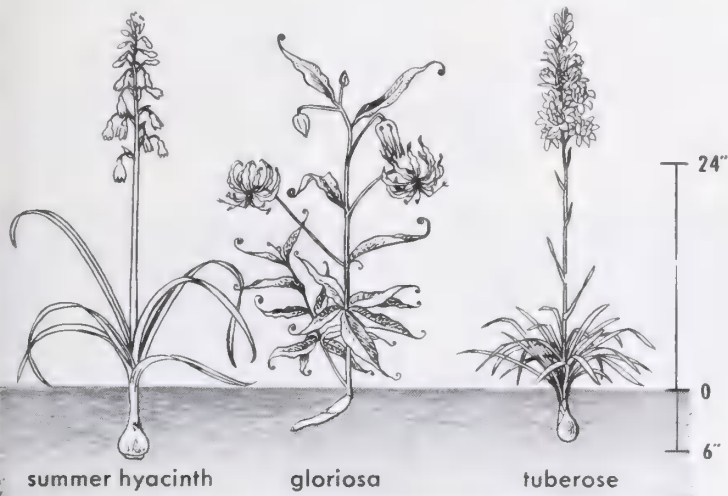


dahlia

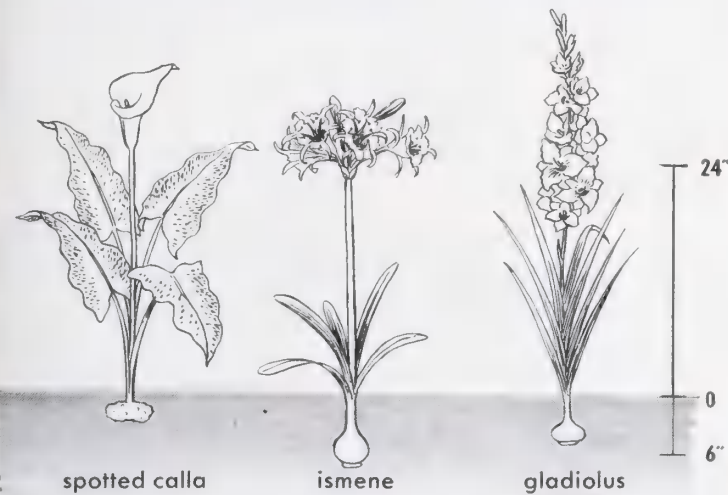
montbretia

canna

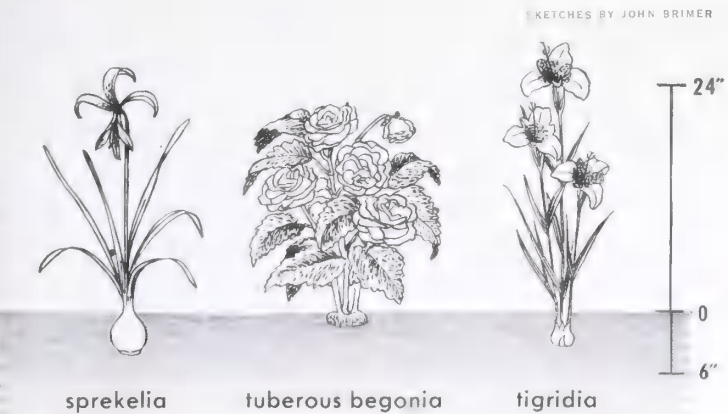
Pinch out side buds on dahlias, if you want king-sized blooms. If you'd rather have a lot of flowers, don't pinch. Spray montbretias with DDT for thrips the same as gladioli. Cannas—many people prefer to set out started plants instead of dormant bulbs.



Give summer hyacinths a prominent place (sometimes reach 4 to 5 feet). Gloriosas are good in flower borders as well as in pots or on terraces but are vine-like. So, train them on supports. Tuberose are very sweet, plant sparingly. Give good drainage.



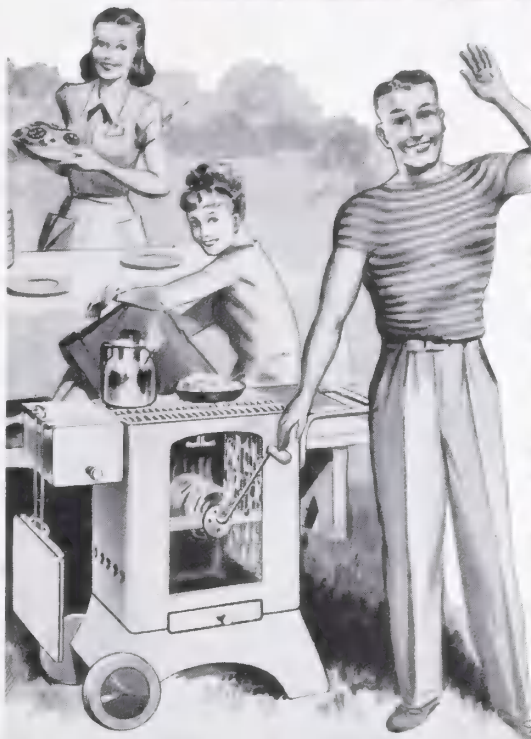
Spotted callas need rich soil, plenty of water. Grow ismenes in good turfy or peaty soil. Must have some direct sunlight. Spray gladioli weekly with DDT for thrips until color shows in buds. Dust corms with DDT before winter storage.



You can leave sprekelias out all winter (south of Washington) with two-inch mulch. Tuberous begonias, most colorful plants you can grow in shady places, need humusy soil. Give tigridias good drainage, sun, extra water for long season of bloom.

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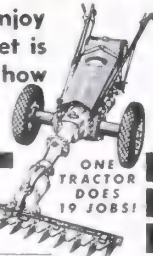
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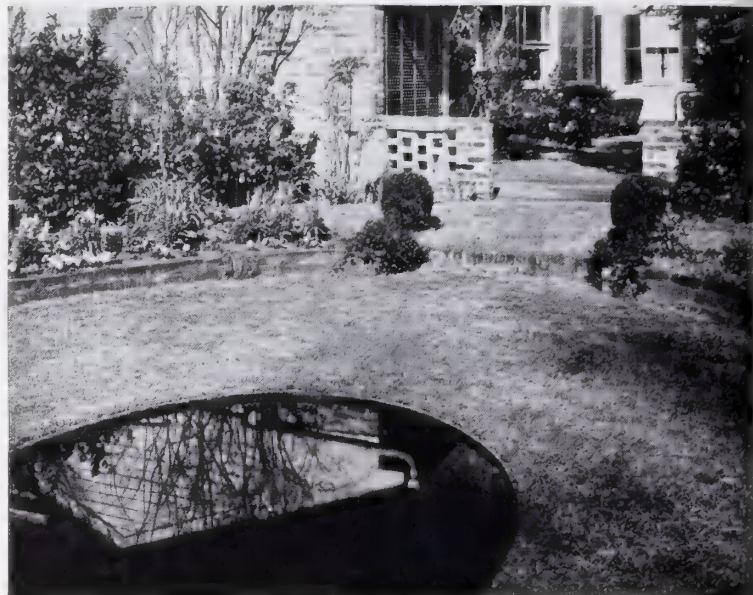


ONE TRACTOR DOES 19 JOBS!

How to use old bricks

Capitalize on texture effects by using weathered bricks in your garden designing

PHOTOGRAPHS BY GOTTSCHO-SCHLEISNER



You can do all sorts of things with old bricks. They have a mellow, lived-with look that makes even solid walls less stark. A short one, like above, screens off terrace and still lets you by without difficulty. Open pattern lets breezes blow through: both sides more comfortable.

L. W. BRIGGS, LANDSCAPE ARCHITECT.



Bricks also make excellent edgings for flower beds. Up-ended, they allow up to 4-inch rises without use of cement. For over four inches, lay horizontally and cement for support. Laid on sand, they make good walks—don't crack, drain off quickly, permit any pattern.

THE SEMI-BUFFET

CONTINUED FROM PAGE 230

- Fried Chicken in a
- Ring of Curried Rice and
- Green Peas
- Hot Buttered Poppyseed
- Bread
- Frozen Fruit Salad
- Cheese Wafers
- Petits Fours
- Coffee, Liqueurs, Mints

You'll notice that this menu solves the extra salad plate problem by combining salad and dessert courses. You pile the fried chicken in the center of a huge platter and arrange the rice and peas around it in alternate sections, making a colorful green and yellow circle. You could make a ring mold of rice, but this entails skillful cooking and much holding of breath until the mold break when you're turning it out, and I don't think the effect is worth the trouble.

Fried Chicken

For eight people use two large chickens or fowls. Put cut-up chicken in a pot of boiling water which has been added 1 teaspoon of peppercorns, 1 teaspoon rosemary, 1 onion, a few stalks of celery, and 1 tablespoon of salt. Cook until tender, then remove chicken, strain broth, and reserve. In cooking the rice. Drain and dry chicken pieces, then roll in flour mixed with freshly ground black pepper and salt, or shake them up in a bag with the seasoned flour. Fry the pieces in butter or chicken fat until well browned. You can make a gravy to pour over chicken from some of the broth and the drippings in the pan, but with chicken and rice are so flavorful that gravy is unnecessary.

Curried Rice

- 2 cups raw rice
- 2 onions, sliced
- 1/4 lb. butter or margarine
- 1 tablespoon salt
- 1 tablespoon curry powder
- 1/2 cup seeded raisins
- 1/2 cup sliced almonds
- 1 pinch saffron
- 3 cups of hot chicken broth

Melt butter in a heavy pan. Fry onions until brown, then remove. These onion rings may be re-used and used to garnish the fried rice. Add rice and stir until thoroughly coated with butter, then stir in spices and salt. Add 3 cups of the hot broth in which chicken was cooked. Simmer in broth until tender, about 15 minutes. Just before rice is done, add raisins and almonds. If rice boils dry before it is cooked, add more broth or water. Rice should absorb all the moisture so that it does not require draining.



Everybody gets the steak he ordered—mixups are impossible. With "STEAK BRANDS" fired in the charcoal embers, you brand each steak either R (rare), M (medium), or W (well). The 23 inch branding irons are of stainless steel with hardwood handles and the brands are of nickel alloy. Send only \$4.95 for the set of three "STEAK BRANDS" (sorry no C. O. D.'s) Attractively boxed, postage paid. This perfect gift for the outdoor chef is also available at gift shops and quality department and hardware stores.

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While the rice is simmering you may be frying the chicken, which you can keep warm in a hot oven. The peas, which are simply cooked till tender, drained, buttered, and seasoned, should be cooked during the last 15 minutes of preparation so they are hot, firm, and unwrinkled when you serve them.

Cut a loaf of poppyseed bread or French bread almost through in slices, so that it will break easily into pieces yet hold together in the loaf. Spread slices with butter and heat loaf in the oven. Bring the loaf to the buffet wrapped in a napkin to keep it warm.

The frozen fruit salad is a second course combining salad and dessert. For this, use what are commercially known as canned "fruits for salad"—not canned "cocktail fruits" which are too finely diced for this purpose. Add two sliced bananas to the canned fruits and garnish the finished salad with any fresh fruits in season. The fruits and their dressing are frozen together, so a dressing which freezes smoothly is essential.

Frozen Fruit Salad

- 2 eggs or 4 egg yolks
- 1/4 cup lemon juice
- 1/2 cup juice from fruit
- 2 tablepoons sugar
- 1 #2 1/2 can of fruits for salad
- 1 teaspoon salt
- 1/2 teaspoon paprika
- 2 tablepoons flour
- 1 tablepoon butter
- 1/2 pint whipping cream

Mix dry ingredients in a double boiler, add butter, lemon juice, and fruit juice. Cook and stir until smooth. Stir a few spoonfuls into the beaten eggs, then add this mixture to the rest of the sauce in the double boiler. Cook, stirring constantly, until thickened. Let this cool. Fold in 1/2 pint of cream, whipped. Drain the fruit and add to this mixture. Pour into a mold and freeze for 4 hours with the refrigerator set at its coldest point. Unmold salad on a bed of marinated lettuce and garnish the base of the mold with fresh fruit. Serve with a bowl of mayonnaise thinned with whipped cream.

You may unmold this salad, arrange it on its serving platter, and return it to the refrigerator until you are ready to bring it to the table. It holds its shape, does not melt rapidly, and is actually better if it is not frozen too hard. Serve cheese wafers with it. A number of good varieties are on the market, or you may make your own by sprinkling grated cheddar cheese on crackers and toasting them in the oven.

As a sweet ending to this dinner, serve *petits fours* or chocolate mints with coffee and liqueurs in leisurely style in the living room.

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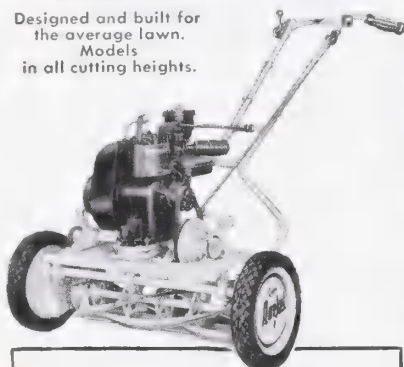
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THE AMERICAN STYLE IN GARDENS

CONTINUED FROM PAGE 270

taxes on it, pay a high maintenance cost for a show garden, all without any return in living space for your family?

Think of your house as the core of your living space? Your garden should be thought of as rooms roofed in sun and sky instead of boards and shingles. In fact, the new American garden is actually a private living room. It is furnished with chairs, tables, dining and game facilities, and decorated with plants, grass, and paving in interesting patterns and textures. Sunlight and moving shadows are made an effective part of the furnishings of this room. Walls and fences give it privacy. Calculated tricks in creating deep perspective—bold foliage in the foreground, indistinct types in the background, or the same plant used in a much smaller size in the background—help make this room look very much larger than it is.

Your terrace is the real heart of your garden. It is not necessary or even desirable (in some climates) to pave it all. Use large free forms of lawngrass inside the paving outline to cut the heat absorption drastically—so important in planning climate control for your house and the garden.

YOU must realize that with each change you or your neighbors make—adding or subtracting plants, terraces, fences or walls—the climate changes, for better or worse. So study how the action you propose to take will affect the climate of your own spot of ground.

This particularly affects privacy planning—solid versus louver fences, fences versus hedges, sound absorbents versus sound creation (such as running water to mask out noise of nearby traffic or industry). When you solve these problems, your design problem vanishes. You get a garden that is attractive because it is workable.

Above all, the American garden plans for low maintenance. When you get it, you also get beauty. This kind of beauty depends upon trees and shrubs as the permanent background structure, for they take pretty good care of themselves. Arrange them with common sense and taste in a calculated naturalism that will produce a twelve-month beauty.

Use open planning—plants restricted to outside borders of your property, so power tools can oper-

(Continued on page 278)

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PHOTOGRAPHS BY GOTTSCHO-SCHLEISER



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(Continued on page 279)



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GARDEN BOOKS WORTH READING

CONTINUED FROM PAGE 267

earliest safe planting dates for all parts of the country. Another unique feature is listings of what plant, cataloged alphabetically by states.—E.F.S.

The Weekend Gardener, by Dorothy Jenkins; Rinehart & Co., New York; \$2.75; March 1950.

This book seems incorrectly titled. It should be called something like "How to save work and grow better plants (or have more success with plants)." It has a much broader use than the present title indicates. The book jacket hints at this when it says, "Gardening made easy for the commuter and others with limited time."

Actually, Miss Jenkins has made a strong bid as the author of the first general garden book of 1950. Her book should be read by everyone who expects to sow a seed or grow a plant. Read it to find out how to grow plants, not where to grow. (When is America to get a practical book on modern garden design?) Miss Jenkins doesn't ignore design, for she weaves pertinent comments about it into her main story. But it is strictly a side issue with her. On page 31, for example, she devotes a little space to give details on play areas needed for various lawn games. Then she hurries back to her how-to-grow-plants mission. On page 100 "by-the-way" comment effectively pooh-poohs the idea that color in summer is possible. She reminds you (page 130) that most back gardens look like rock graveyards, and puts on paper some real words of wisdom about wild-flower gardens and otherwise trying to copy nature. She even gets a comment on why an old apple tree may be worth saving (to you), though it is not economically justified. She deals the feather-buster foundation planting a hefty blow (page 198) but later (page

200) falls herself for the now discredited idea that foundation plantings are desirable (better to call them strictly emergency corrective treatments). Except for this one slip, the rest of her book makes it seem as though Miss Jenkins agrees with the modern idea that gardens should be designed from the house outward to the lot line, as useful, private living rooms, not as a pretty picture to be seen from the street.

As a how-to book, this is one of the best. You won't find a more sensible chapter on soils. You'll find a better and a far happier gardener if you read the chapters on annual flowers and on vegetables each spring from now on. They are worth real study, though written so simply. We all forget so much over winter.—J.E.H.

The Handy Book of Gardening, by Albert E. Wilkinson and Victor A. Tiedjens; Permabooks, New York; \$3.50.

This is one of those rare volumes which serves as a detailed guide for the neophyte gardener as well as a reference work for the more seasoned. The authors have divided their work into well-organized sections on the raising of flowers, the raising of vegetables, landscaping with emphasis on trees, shrubs, and lawns, the raising of fruits, nuts, and berries, and finally the care of house plants.

From the introduction, which outlines the division of the book, through the last section on house plants, there is an unmistakable encyclopedic tone. Diagrams, lengthy tables, lists and charts, and oversimplified explanations are found throughout. One of the most valuable contributions of the book is the emphasis placed on definitions and types, from the simple

(Continued on next page)

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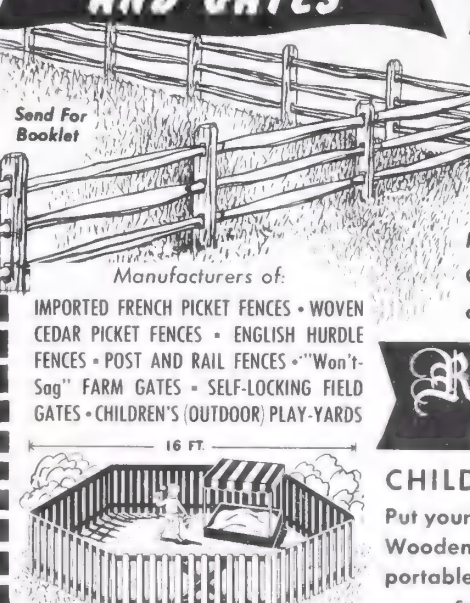
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GARDEN BOOKS

WORTH READING

CONTINUED FROM PRECEDING PAGE

rose to the *Lycium halimifolium*, which the authors translate easily as the matrimony vine.

One caution: Don't try to read this in one sitting. Such instructive texts serve better as references when you want to know how to make an acid soil—or distinguish between an onion and a turnip.

J. A. Jr.

A Traveler's Guide to Roadside Wild Flowers, Shrubs and Trees of the U.S., by Kathryn S. Taylor. Farrar, Straus & Company, New York. \$3.

If you like to travel—or just dream about travel—you will like Mrs. Taylor's book. With it you can look out the window of your car or train and identify the plants making the best displays wherever you go in the United States. No need to stop and get out. You use the handy key based on flower colors instead. Within each description much of the information is given in key form, such as W 3-5, meaning regions three to five on a map of the western states. While some people may prefer a more detailed description, the key system allows a much more compact book which you can carry in your pocket with ease.

The second half treats the states, one by one, listing parks, reservations, and outstanding floral displays, giving both the season and location. A decidedly unique and useful volume, sponsored by the Garden Club of America and the National Council of State Garden Clubs.—E.F.S.

Surgery With a Spade by A. Z. Godunov; John J. Morrison & Sons, Lynchburg, Va.; 50¢.

31 pages of common-sense directions that should make planting trees and shrubs easier and more fun—and guarantee success.—M.R.

Practical Lawncraft by R. B. Dawson; Crosby Lockwood & Son, Ltd., London.

While some of the advice seems strange to Americans (the book was written for Great Britain and its climate), no one who prides himself on his lawn should be without this book. Like so many of the best works on European gardens, it weaves philosophy, history, and practical how-to instructions into a highly readable book.—J.E.H.

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THE AMERICAN STYLE IN GARDENS

CONTINUED FROM PAGE 276

ate efficiently. Install mow edges, and use raised plant beds wherever possible. They save your back and knees, and raise plants for closer inspection and enjoyment. Use plants in big drifts of a few kinds of plants, instead of a hodge-podge collection of "one of a kind." Choose plants whose needs most nearly match the growing conditions you can supply readily. Then rely on the new easily-applied, all-purpose dusts or sprays as preventatives rather than wait for diseases or insects to attack your garden. When there are children in the family, consider the garden from the first. Make the garden tougher.

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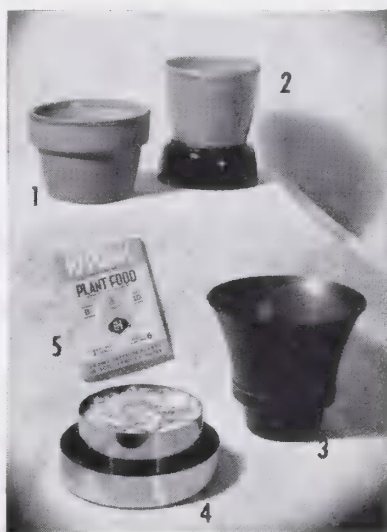
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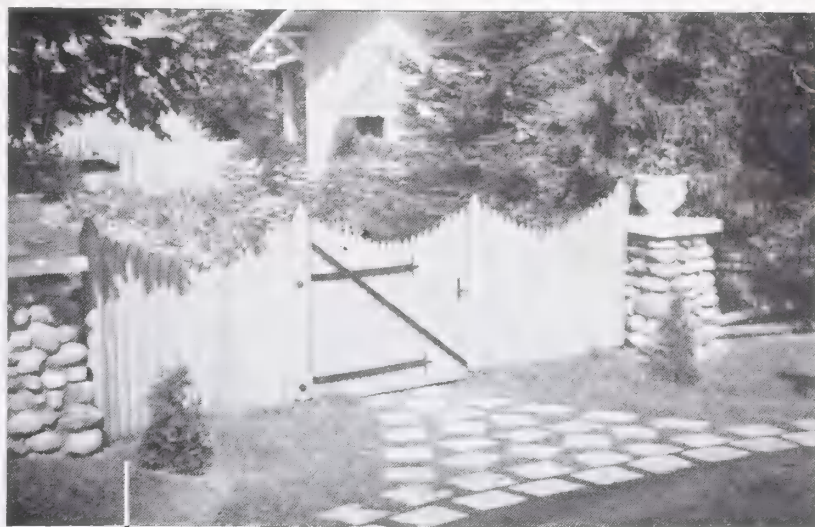


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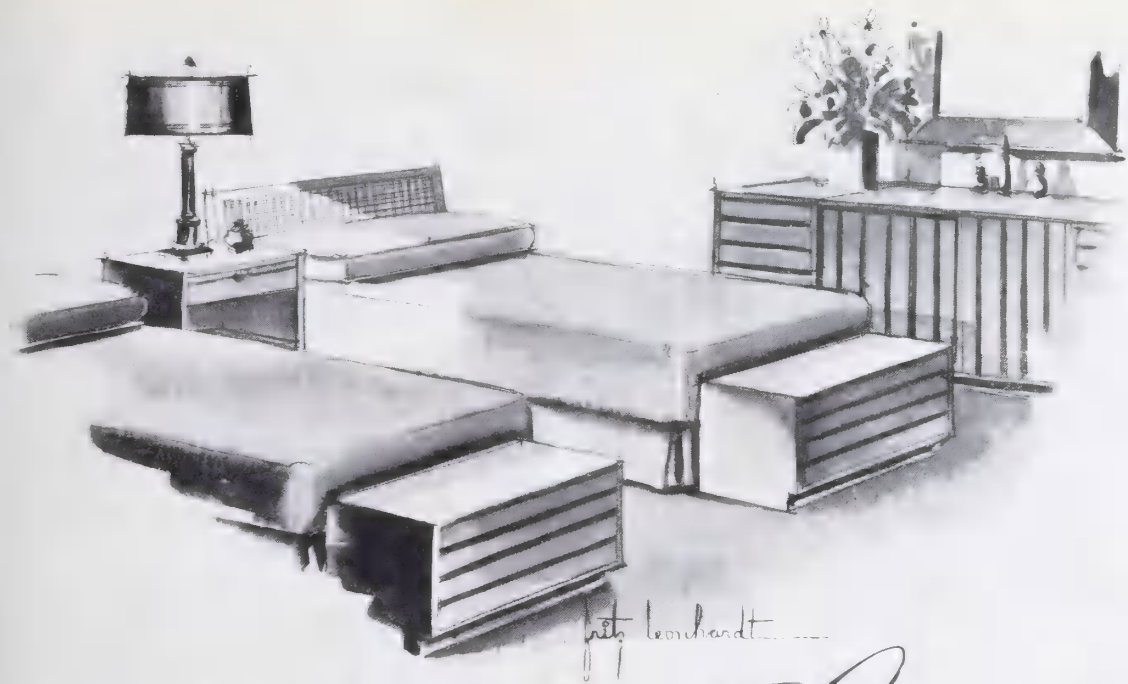
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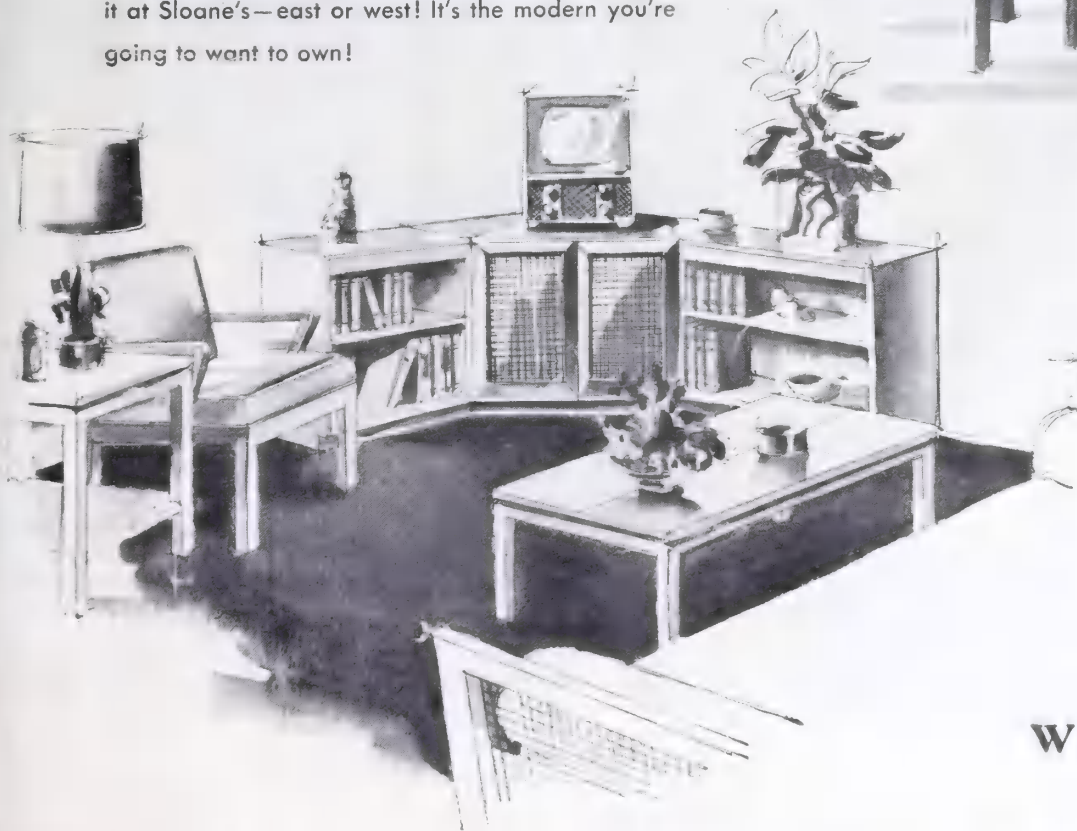
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5 Seconds... Just slip the Easy-On corner on one mattress corner at the head of the bed.

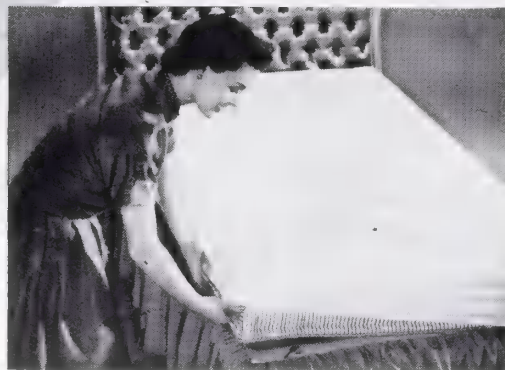
**No mattress
to lift**

**No time-wasting
tuck-ins**

**Stays wrinkle-free
all night long**



15 Seconds... Next, do the corner at the foot of bed on the same side. (Note how smoothly sheet falls into place on side of the mattress, completely covering it.) Then repeat this simple operation at head of the bed on other side.



30 Seconds... RAISE 4TH CORNER OF MATTRESS SLIGHTLY, and pull the sheet taut. Then slip on the Easy-On corner and your sheet will smooth out wrinkles automatically!



The secret is the Easy-On corner. This patented construction anchors the corner for the life of the sheet! Only the Fieldcrest Fitted Sheet has this exclusive, patented Easy-On Corner!

Ask for the
**FIELDCREST
FITTED SHEET**
at your
leading local
department store.

The Fieldcrest Fitted Sheet is quality tested at 33 points during manufacture to give you extra wear, extra whiteness, extra luxury. The exclusive, patented Easy-On corner is rolled and double-stitched to last the life of the sheet, without fraying or pulling out.

*Quality
Tested
for Lasting
Beauty*



Architect: Irving Palmquist, Detroit; Designer: R. B. Pollman, Detroit

Easy way to improve your *Indoor Climate*

You'll find it much easier to keep rooms cooler in summer and warmer in winter . . . when your windows have *Thermopane** insulating glass.

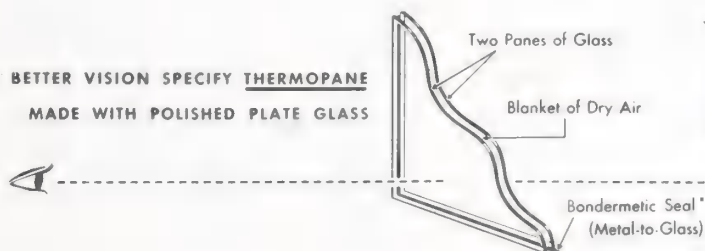
In *Thermopane*, a blanket of dry air is hermetically sealed between two panes of glass. This helps control indoor climate the year 'round. In winter, *Thermopane's* room-side surface stays warmer. There's no "low-comfort zone", no chilly feeling . . . the entire floor space is usable

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For building economy, *Thermopane* is made in over 80 standard sizes for use in fixed, casement or double-hung windows. Your L·O·F Glass Distributor will be glad to advise you. Or write for our *Thermopane* book.

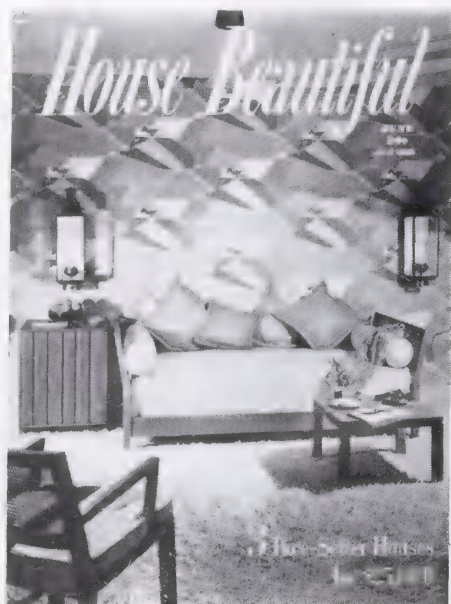
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FOR BETTER VISION SPECIFY THERMOPANE
MADE WITH POLISHED PLATE GLASS



Thermopane

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*The magazine dedicated
to the business
of better living*

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■ On our cover: Furnishings in first Pace-Setter House for 1950 typify the emerging American style in performance as well as looks. (See page 97.) Sligh Furniture designed by Herbert Ten Have, finished with Sherwin Williams' "Kemvar," cushioned with Koylon foam rubber; Ilonka Karasz' "Wisconsin" design wallpaper from Katzenbach & Warren; wool shag rug from America House. Photographed by Emilie Danielson Nicholson at Grand Rapids Furniture Makers' Guild, prior to the completion of the house.

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HOUSE BEAUTIFUL IS PUBLISHED MONTHLY BY HEARST MAGAZINES INC., 372 MADISON AVE., NEW YORK 22, N.Y. WILLIAM RANDOLPH HEARST, CHAIRMAN OF THE BOARD; RICHARD E. BERLIN, PRESIDENT; JOHN ENGLISH, VICE-PRES.; SCORSE HEARST, VICE-PRES.; FRED LEWIS, VICE-PRES. & TREASURER; JOHN HERBERT, VICE-PRES.; A. S. MOORE, VICE-PRES.; ROBERT W. CARRICK, VICE-PRES.; RICHARD A. HOEFER, VICE-PRES.; R. F. MC CAULEY, SECRETARY. COPYRIGHT © 1950 HEARST MAGAZINES INC. ALL RIGHTS RESERVED. PRINTING OFFICES: 372 MADISON AVE., NEW YORK 22; 1132 PARK SQUARE BLDG., ROSELAND, N.J.; WEST MADISON ST., CHICAGO 6; 1715 FIFTH AVE., DETROIT 2; 725 CLEVELAND AVE., CLEVELAND 14; 1709 WEST 8TH ST., LOS ANGELES 14; PHOENIX, ARIZ. BLDG., ATLANTA 3. SUBSCRIPTION PRICES: UNITED STATES AND POSSESSIONS, \$5.00 FOR ONE YEAR, \$7.50 FOR TWO YEARS, \$10.00 FOR THREE YEARS. CANADA, \$6.00 FOR ONE YEAR, \$9.00 FOR TWO YEARS, \$12.00 FOR THREE YEARS. OTHER FOREIGN COUNTRIES, \$10.00 FOR ONE YEAR, \$15.00 FOR TWO YEARS, \$20.00 FOR THREE YEARS. FOR CHANGE OF ADDRESS, GIVE OLD ADDRESS AS WELL AS THE NEW, WITH POSTAL ZONE NUMBER IF ANY, AND ALLOW FIVE WEEKS FOR CHANGE TO BECOME EFFECTIVE. MANUSCRIPT MATERIAL SUBMITTED WILL BE HANDLED WITH CARE, BUT THE MAGAZINE ASSUMES NO RESPONSIBILITY FOR IT. NO UNSOLICITED MANUSCRIPTS WILL BE RETURNED UNLESS THEY ARE ACCOMPANIED BY FULL RETURN POSTAGE AND A RETURN ENVELOPE. THE FOLLOWING TRADE MARKS REGISTERED IN U. S. PATENT OFFICE: "HOUSE BEAUTIFUL'S BUILDING MANUAL," "HOUSE BEAUTIFUL'S BUYING GUIDE FOR THE BRIDE," "HOUSE BEAUTIFUL'S PRACTICAL GARDENER," "THE BRIDE'S HOUSE," "GOOD BUYS," "HOUSE BEAUTIFUL," "HOUSE BEAUTIFUL COMBINED WITH HOME & FIELD," "HOME & FIELD," "FIELD ILLUSTRATED," "BETTER YOUR HOME—BETTER YOUR LIVING," "WINDOW SHOPPING," "PACE-SETTER HOUSE," REGISTRATION PENDING. RE-ENTERED AS SECOND-CLASS MATTER OCTOBER 25, 1943, AT THE POST OFFICE, N.Y., UNDER THE ACT OF MARCH 3, 1879. PRINTED IN THE U.S.A. BY THE CUNEO EASTERN PRESS, INC.

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part of a complete grouping

for all rooms,

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Choose your glass by the Viking label... Viking makes good glass to live with... Select American favorites, like this set of handsome, hand made Swans... for graceful entertaining and grateful friends... Browse around in your store's exciting collection... in all the many colors... at the usual low Viking prices.



Treasured American Glass

year
'round
decorating ideas



The right light! Ficks Reed has designed a group of correlated lamps in the appropriate tropical manner.

In a Summertime Mood

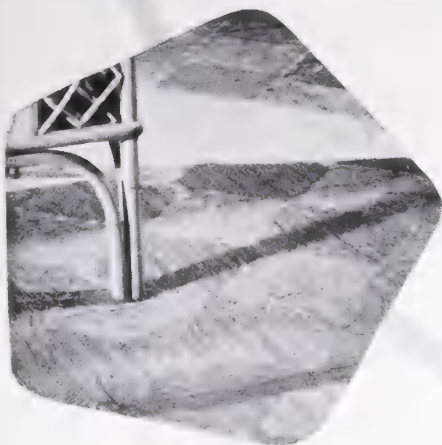
Let's make *every* home a *summer home*! One way to capture the essence of happy "vacation living" is to decorate with genuine rattan furniture and correlated accessories by Ficks Reed. It's summer in your house all year 'round! At your favorite furniture or department store or through decorators.

MAKE YOUR HOME A SUMMER HOME
Write for this attractive booklet
and the name of your local
Ficks Reed dealer.



Ficks Reed Living Room Group of Rattan Furniture

Lamp, No. 88A. Sectional Sofa (Corner Chair, No. 9008CU. Center Chair, No. 9009CU). Corner Table, No. 9362. Coffee Table, No. 9308.

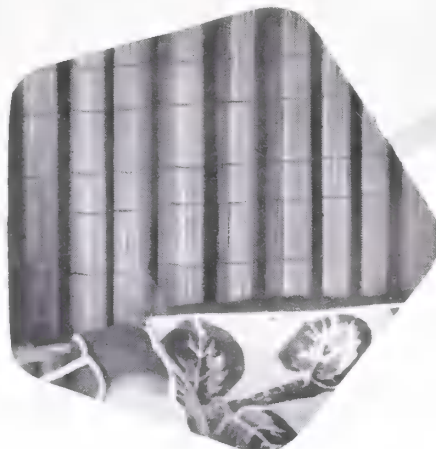


Floor covering of woven hemp squares! A naturally lovely setting for your Ficks Reed furniture, this material is long wearing and easy to keep clean.

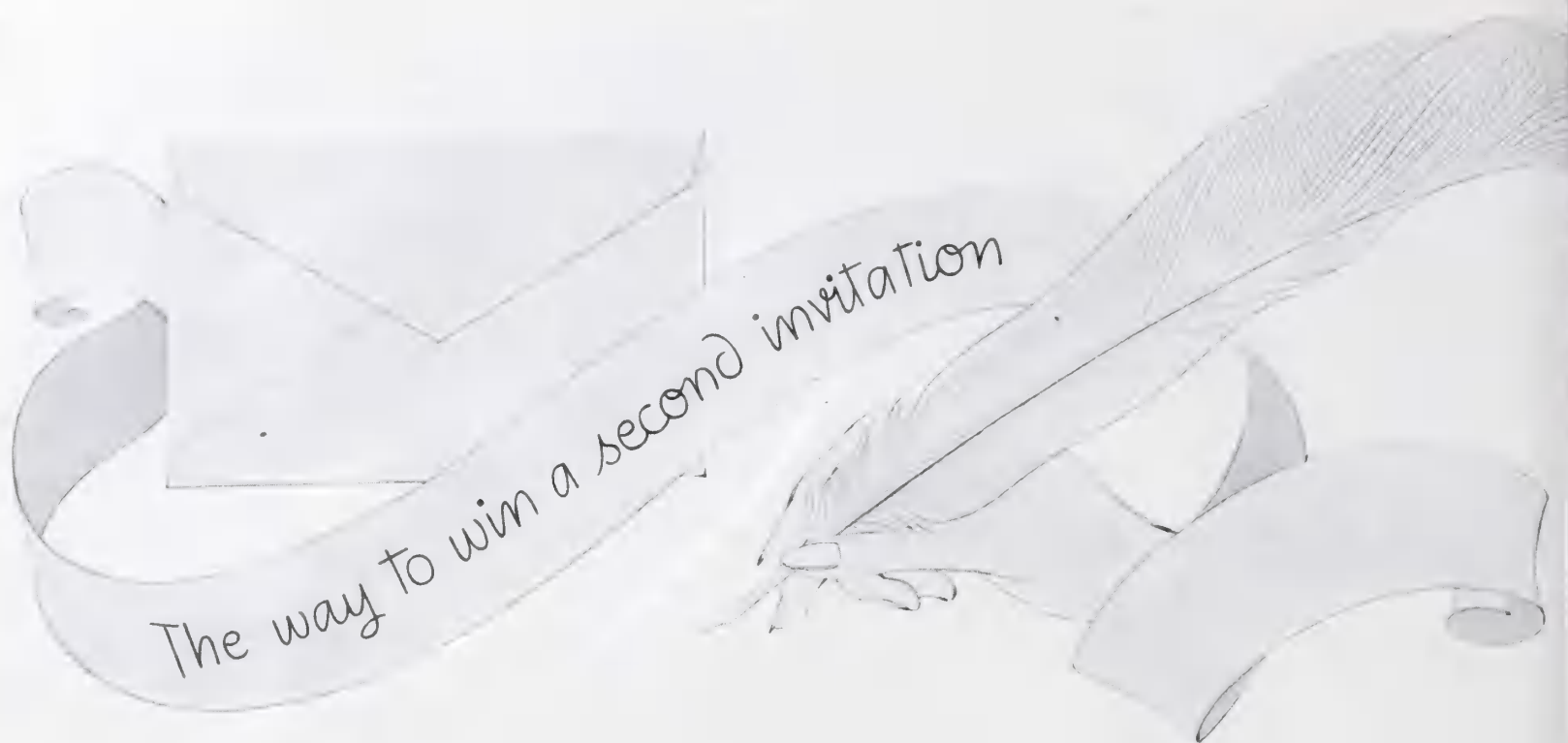


Ficks Reed Co.

CINCINNATI 14, OHIO



"Matchstick" draperies of split bamboo. Strikingly translucent (light comes through, but privacy is assured), they're dramatic accents for large window areas. Wonderful, too, as room dividers.



Dear Helen:

Of all our friends who have come and stayed and left pleasant memories in their wake, no one has ever made acknowledgment of our hospitality so promptly and graciously as you.

Your thank-you letter sets you apart for what you say and for the paper you use, so expressive of you and your good taste. Certainly it gives good voice to your words, which to me is the part that paper plays in the art of correspondence.

I wish you could school some of my sweet, young friends, especially those who write their thanks for wedding gifts. I know it is easy to become stereotyped when there are so many notes to write, but there is no excuse for poor paper and hasty scrawls. You see, the perfection of your letter makes comparison inescapable.

We are already looking forward to your next visit and shall count the calendar a sluggard if it does not bring you here apace.

Affectionately,

Ruth



Good paper is the beginning of a good letter.

Its quality and texture speak for you as you would speak for yourself. Crane's Fine Papers give your letters that added grace and distinction that you covet and your friends instantly recognize and appreciate. No other paper is made from such choice materials, with so much care and skill as Crane's. For your own letters . . . for gifts (and no gift is more appreciated by your hostess) . . . Crane's Fine Papers.

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*the
"costume
jewelry"
of
the
home*



1. Most lovely form for flatware set
Miss Mermaid is the silhouette!

6. And sailing high to fairyland
Beautiful shell, adventure grand

2. Sea gardens sway in rhythmic swirl,
Rich setting for the lovely pearl

5. The scrolling wave in graceful dive
Is fluted art with Neptune's drive

4. A gentle spray in whirl formation
Is gaily tossed from wave creation

3. And somewhere from the briny deep
Bright bubbles flow and upward sweep

OH! SILVER DREAM, I FARE THEE WELL
NOW YOU REFLECT ROMANTIC SPELL

Wm S. Warren

Above is an interpretation of the original sketch by William S. Warren, the renowned designer, in which he pictures and poetically describes the sea motifs so beautifully sculptured in his new sterling silver design, "Romance of the Sea." This new pattern introduces his sixth "Third Dimension Beauty" design created exclusively for Wallace Silversmiths.



A GALLERY OF MASTERPIECES

IN *Third Dimension Beauty*

Beauty in Front

Beauty in Profile

Beauty in Back

There are now six Wallace designs by William S. Warren. Each is a work of art, sculptured to express a mood of beauty. Pictured above, from left to right, Grande Baroque, Sir Christopher, Grand Colonial, Stradivari, Rose Point, and the new "Romance of the Sea." Each is created in full-formed "Third Dimension Beauty"—beauty from every possible view—front, profile, and back. Each Wallace Sterling pattern is truly a treasure... distinctively beautiful... sought-after wherever fine sterling is sold. See all six Wallace Sterling "Third Dimension Beauty" designs before you decide upon your sterling silver. Six piece place settings priced from \$27 to \$38 including tax.

**WALLACE
STERLING**
Silver

a living room you can Dream In



cushioned with

Firestone FOAMEX RUBBER

So likable. And *livable*. You sit on air on Firestone Foamex rubber cushions. Come night, a full-size double bed emerges at fingertip touch — complete with restful innerspring mattress. You sleep in the open — the healthful, comfortable way — with head away from sofa. Ten-point suspension keeps Sofa-Niter mattress on even keel, prevents sagging. Upholstered and built with custom-quality skill.

Sofa-Niter \$179 and up — chair \$59 and up, depending on fabric — each complete with Firestone Foamex cushions and matching fringe. Solid Foamex rubber mattress available at extra cost. Other smart styles. Prices higher west of Rockies.

Fabric shown is blended mohair frieze by Blackstone Plush Mills in emerald green. Other colors — manor gray, aqua, burgundy, holly red and coral.

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SOFA-NITER®

Style 1109



Charlton

FIRST IN CONVERTIBLE FURNITURE



Style 1203
TUXEDO



Style 1104
LAWSON



Style 1139
MAPLE ARM

Full-size double bed sleeps two comfortably in open, with air freely circulating, instead of between sofa arms. Super-buoyant mattress has scientific, laboratory-tested innerspring. The Sofa-Niter combines living room luxury with double duty utility.

CHARLTON COMPANY, INC., FITCHBURG, MASS. • MANUFACTURERS OF SOFA-NITERS — DAY-N-NITERS



F

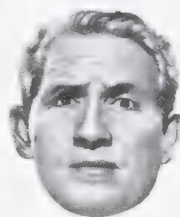
or the father of the bride...it's all a hectic whirl of caterers

and cutaways, bills and bicarbonate.



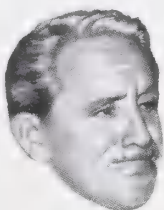
For you and the bride...it's

the happiest time of your life! The best-seller is on



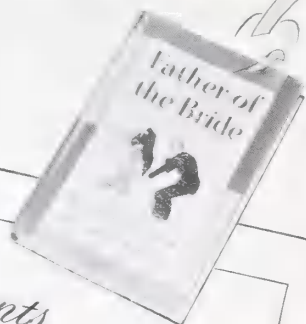
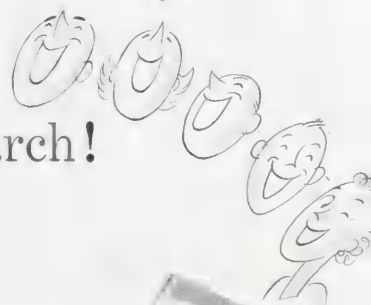
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with wonderful stars



to bring you the hilarious story...from

the Honorable Intentions right up to the Wedding March!



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*Father
of the Bride*

DON TAYLOR • BILLIE BURKE

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Based on the Novel by Edward Streeter

Directed by VINCENTE MINNELLI • Produced by PANDRO S. BERMAN
A Metro-Goldwyn-Mayer Picture





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Wherever fine trees lend grace and shelter to man's home or land—there you are apt to see the familiar figure of the Davey Man.

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Whether you call him in for planting or pruning, for spraying or feeding, for suggestions or surgery—you can safely place your confidence in the Davey Man. For he belongs to an organization which, during three generations, has raised tree care to a science—an organization which, through performance, has long held undisputed leadership in its chosen field. If the Davey Tree Expert Company is not listed in your phone book, write us today.

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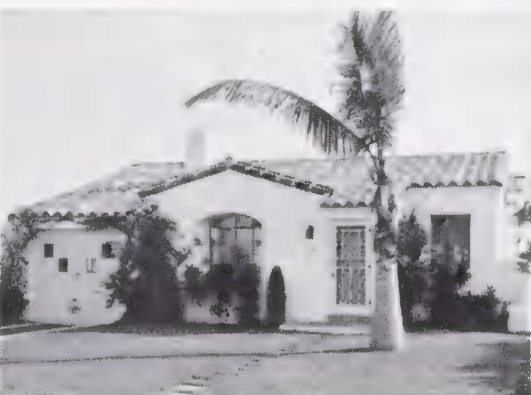
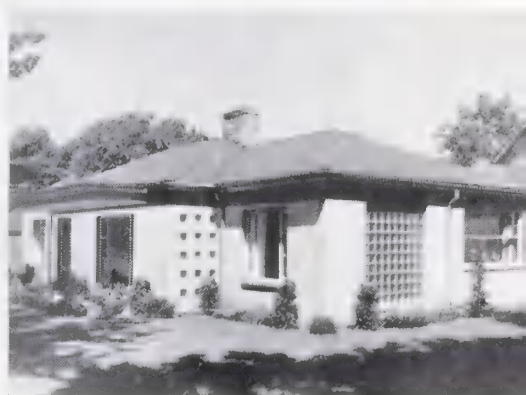
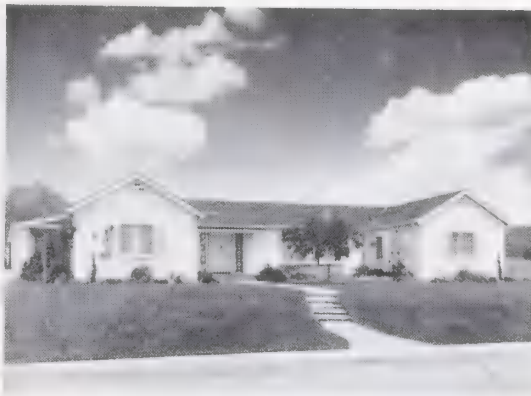
TREE SURGERY



SPRAYING



TREE FEEDING



In any style or size your new home will have
lasting charm built with **CONCRETE**

WHATEVER style or size house you are planning—ranch type, colonial, Spanish, Cape Cod, modern, cottage or mansion—you'll have a better house and enjoy a lifetime of comfortable, gracious living if you build it with concrete.

An insulated concrete house is comfortable. It keeps heat inside in winter, outside in summer, stays clean and dry in all seasons.

A concrete house is firesafe. *Concrete can't burn!* It's good to know your loved ones and cherished possessions have this protection, because every two minutes, somewhere in America, a home goes up in flames.

A concrete house is durable. You have less work, worry and repair bills because a concrete house requires little or no maintenance. It looks new longer and stands stanch

against such destructive forces as storms, quakes, fire, decay, termites and vermin.

A concrete house costs less to live in too. First cost is moderate, maintenance expense small, its life long. Result: **low annual cost**, the real cost yardstick of ownership.

Concrete masonry walls can be laid in many distinctive patterns. Portland cement paint, available in many colors, adds a decorative finish, helps make the walls weather-resistant, ends painting problems for years.

Be sure to include concrete subfloors in your house. Nothing contributes more to its firesafety, structural stability and low-cost maintenance. Concrete subfloors can be finished with any covering—hardwood, linoleum, rugs, carpeting, tile or terrazzo.

So whatever style or size house you want,

make it a charming, comfortable, firesafe, durable, **low-annual-cost** house by building with concrete. Write for free, illustrated booklet, "*Designed for Concrete*," distributed only in the U. S. and Canada. It includes sketches and suggested plans for 31 concrete houses in a variety of architectural styles.

HOW TO GET YOUR CONCRETE HOUSE
... and what will it cost?

Phone a local concrete masonry manufacturer for names of architects and builders experienced in concrete house design and construction. The know conditions existing in your community can tell you about plans and costs.

Take any plans or sketches you have to a architect. Have him show you how your home—of any size, style or floor plan—can be built economically with concrete foundations, wall subfloors and a firesafe roof.

Architect-Designed Houses Stay Young Longer

A national organization to improve and extend the uses of portland cement and concrete through scientific research and engineering field work.

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 DEPT. 6-19, 33 WEST GRAND AVENUE, CHICAGO 10, ILLINOIS

be "weather-wise"
in choosing
windows

say

SILENTITE



There's *one* window that's especially made to keep out cold, drafts, wind and dust—yet which opens and closes easily the year round! It is Silentite—first choice with folks who want more comfort in their homes, greater fuel savings, less dust and dirt—plus lasting satisfaction. (And all without extra cost!)

Curtis Silentite Windows have new, exclusive "floating" weatherstrips that provide a snug fit, yet permit easy operation. Made of wood, a natural insulating material, Silentite has the streamlined appearance that today's homes demand. It is precision made for quick installation, has no weights, cords or pulleys. You'll get more for your money with Silentite, the self-fitting *insulated* window.

For Better Casements — Silentite!

Here's a revolutionary improvement in casement design—the Curtis Silentite Pre-Fit Casement... much more weathertight than ordinary casements! Silentite casements provide draftless ventilation—won't rattle or swing in the wind. No exposed hardware—nothing to get out of order. Made in several sash styles.



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PRE-FIT
the "Insulated" window

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Name.....

Address.....

City.....State.....



It's Worth MENTIONING

by Julie Polshek

The dual service of these two new Little Brown Jug innovations call for bravos. Karryall merges a watertight, 30-pound capacity ice-chest with an underslung, snap-on trunk that stows 16 pounds of food, or outing gear. The chest, solo, is a marvel to store drinks and extra ice for parties. Kanteen's spigoted thermal jug holds 16 cups; below, food enough for 4 huskies. Karryall, \$8.95; Kanteen, \$9.95, Hamacher-Schlemmer's, N.Y.C.



Golden Touch is the most amazing decorating innovation in years—decal sheets made of genuine 23-karat gold leaf. Cut it into strips, designs, monograms (you trace them on the paper underside). Wet and affix as you would any decal to re-do frames; on trays, china, glass, leather, lamp shades, furniture. It's durable, won't tarnish. 10" x 10" or 10" x 25", \$1, \$2.50. DeVoe & Reynolds, 60 E. 42nd St., N. Y. C.

Peats of magic haven't a thing on the incredible vacuum tension of Perma-Vac. It holds a can opener on the refrigerator, attaches to tile, metal, glass, any flat, impervious surface without even smudging it. It holds any manner of appliance, tool or fixture—up to 150 pounds. Age won't weaken it, brute force won't unseat it until you release the tension screw that maintains the Herculean vacuum seal. \$1 ea., Fitzgeralds, 545 Fifth Ave., N.Y.C.



A cutting board at long last! This Dritz Cutting Board has everything any home sewer could wish for. A 40" x 72" surface you can pin to; crosswise, lengthwise, and diagonal markings, by inches, end to end; markings by quarter yards on the edges. Wait until you see the way it licks the problem of bias strips! The sturdy, light-weight board folds to 19" x 40" for easy storage. \$3.15, Edith Chapman, 50 Piermont, Nyack, N. Y.

(Continued on page 78)

IMPORTANT ANNOUNCEMENT FROM WATER CONDITIONING HEADQUARTERS

AMAZING NEW AUTOMATIC PERMUTIT WATER SOFTENER

—at the **LOWEST** price in history!

NOW at last . . . an amazing new home appliance that gives soft water automatically at every faucet, at a price everyone can afford! The Permutit Electro-Matic softens as much water as comparable pre-war models, yet costs about 40% less!

Backed by 36 years of water conditioning experience, the Electro-Matic is far ahead, in design and construction,

of any softener you've seen or heard about. It's the only home appliance embodying *all* the latest water-softening techniques!

Ask any one of thousands of Permutit owners . . . they'll tell you they couldn't do without Permutit. And now this revolutionary softener brings you a new high in comfort, convenience, and real economy!



FEATURES OF THE NEW PERMUTIT® Electro-Matic™

- ★ New, compact softener can be simply installed in cellar, utility room, or kitchen!
- ★ New, exclusive Permutit Q has up to 10 times the water softening power of other minerals . . . lasts longer, too!
- ★ Amazing automatic operation . . . just add salt and turn a switch once every week or two!
- ★ Attractive, durable, baked-on enamel finish . . . inside and out . . . assures long life of tank.

NOW EVERY FAMILY CAN AFFORD THE LUXURY OF SOFT WATER!

Permutit-softened water leaves your skin fresh . . . makes bathtub ring a thing of the past. Water is delicious and good to drink, too.



Just a little soap makes mountains of suds. Laundry comes out white without hard rubbing. Your clothes last longer and you save up to 80% on soap. Dishes dry sparkling clean without wiping.



Soft water protects piping from severe damage caused by hard water scale . . . saves you 1/4 your plumbing repair bills. The average family saves 16¢ of every heating dollar that used to go for wasted fuel!



Distributors and Dealers!

Some valuable franchised territories are still available. Wire now for full details!

Permutit
Headquarters for
Water Softening, Iron Removal,
Corrosion-Prevention and
Filtration Equipment.

THE PERMUTIT COMPANY Dept. C
330 WEST 42nd ST., NEW YORK 18, N. Y.
☐ Please send me free descriptive bulletin about the Permutit Electro-Matic.
☐ Please send me full details about available Permutit franchise in my territory.

NAME _____
ADDRESS _____
CITY _____
COUNTY _____ STATE _____

Act today! Send Coupon for Full Information about the Revolutionary PERMUTIT ELECTRO-MATIC!

Klode

Furniture

What to Give the Bride? or Yourself



A smart thoughtful gift, a delightful Klode Silver Chest and Table. They're a welcome addition to any dining room and make service for parties storage easy.

No. 56-58 Silver Chest and Table—Red Lacquer, Table—Black Lacquer. Also available in mahogany or blond finish. No. 56 Chest height 11½", Top 19 x 13", with lock. Price \$59.75. No. 58 Table height 24½", Top 19 x 14". Price \$49.75.

No. 55-57 Silver Chest and Table in mahogany or walnut. No. 55 Chest height 11½", Top 18 x 13", with lock. Price \$59.75. No. 57 Table stands 24½" high. Top 18½ x 14". Sliding Glass Doors. Price \$29.75.

Order yours now for the most thoughtful gift at the reception. Send check or money order. Sorry no C.O.D. Shipped express F.O.B. Factory.

KLODE FURNITURE COMPANY

823 N. 2nd Street
Milwaukee, Wis.



Fine English Bone China

Famous, precious Copeland Spode in an exquisite lavender-bordered pattern festooned with leaves and flowers. Place setting consisting of 10" dinner plate, 7" tea plate, bread and butter plate, tea cup and saucer, \$20.83. Open stock.

Plus shipping charges

DAVIS COLLAMORE & CO., LTD.

Oldest china & crystal house in N.Y.
7 East 52nd St., New York 22

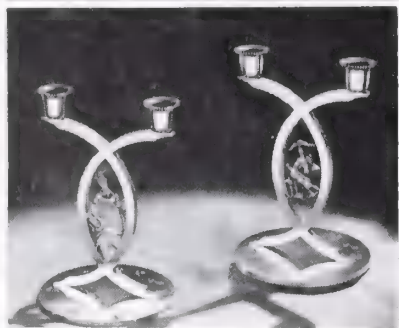
An Oasis of Beauty



What could be more descriptive of this natural, real bamboo planter lamp? It is truly beautiful; the extra large bamboo plant containers have no-leak cups inside. Unusual and lovely is the handwrapped cord shade in Bird Yellow, Florida Red, or Jungle Green. Shade has non-rust aluminum frame. Finial is small size genuine bamboo—and, with all this, are three plants! Height is 26". Send check or money order. Express charges, collect. Delivery, 2 weeks. Lamp complete \$19.95

Shaw's

Tallahassee, Florida

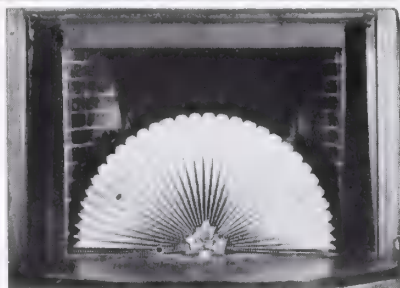


Solid Bronze Candlesticks

Hand-made cast bronze candlesticks with gleaming, polished finish. Distinguished additions to modern interiors. Beautiful for brides. Exquisite design features graceful figures of Sagittarius and Aquarius encircled by astrological symbols. Execution by Robert J. McKnight. 8½" tall, 5½" wide with felt pad base. Satisfaction guaranteed. Postpaid—\$12.50 ppd.

Holbarm Products

337 S. Jefferson Dayton 2, Ohio



DECORATIVE FIREPLACE FAN

Add year 'round charm to your room through your fireplace. Fan pictured is of durable plastic coated gold foil paper caught at base with green ribbon and ivy leaves. Balanced to stand without support and lovely with all fireplace accessories.

13" high \$8.75

20" \$10.75 26" \$12.75

Mrs. Thomas J. Hilliard
Silver Spring Farm

Old Mill Rd. Sharpsburg, Penna.



Window

Merchandise, except personalized items returned for refund by firms involved, subject to change. Happy Window S



BUFFET COFFEE SET

We can't think of anything for large parties than the mous glazed earthenware pot that holds about 2. It comes on its own b sideboard or table protect the chromium-plated sp fun for help-yourself-Grand, too, for iced tea terrace. In rust and green pattern. \$24.50 ppd. Carbo Boylston St., Boston, Mas



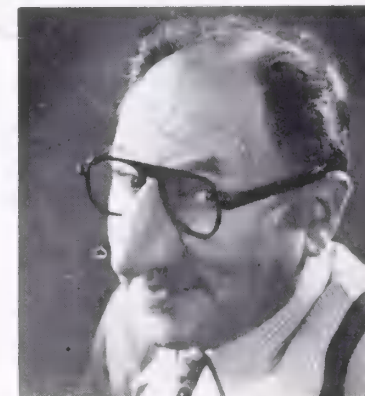
DARLING FOOTN

When you pay your resp His Rosiness, bribe him gift that will establish yo as the favorite Auntie. The est baby shoes that ever ten small piggies are handmade of delicious white with pink, white wi or all buttercup yellow. fant's size 2. \$3 ppd. No Mary Amanda Studio, Walton Place, Chicago



PADABOUTS

are the satisfactory scuffs we've slipped our tired feet into. made of washable, white cloth with padded lining, flattering, hug-your-foot v embroidered with a single in policeman blue or firem For men or women (which), they come in sma dium, or large sizes. \$2.9 20¢ post. Franklin-Bayer, Michigan Ave., Chicago.



A NOSE IS A NOSE

is and the way this horr change a pretty girl or an tive man into a nightmaric ature of their handsome is something to give a roo guests the shakes. An spreading nose is attache pair of empty spectacles. a gag, but please don't for wear it to the supermar ppd. Edith Chapman, 51 mont Ave., Nyack, New

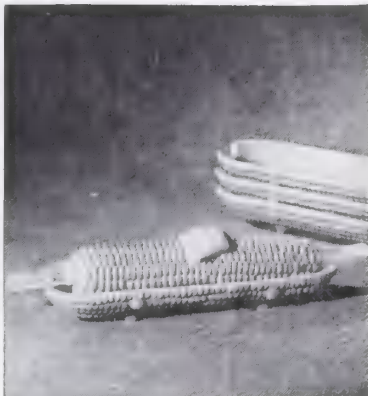
Shopping

with

Pat Gunan



OB AND COPIES of the golden bantam, haloed treat of the summer table, are these glazed, ceramic corn rollers. Just pop the creamy butter on the gleaming corn, roll your own, and each kernel is evenly covered. They come with plastic ear-holders, and the set of four \$3.95. Postpaid from Bertram Carrier, Ltd., 1147 Connecticut Avenue, Washington 6, D. C.



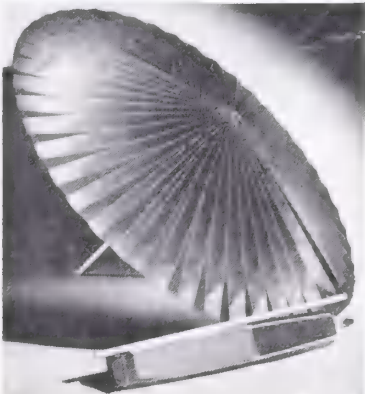
MONEY TALKS a confusing language when you have to translate foreign currency into good old U. S. dollars. A Norwegian lobbie says 7 kroner; an Italian guide demands 1,250 lire; a French shopkeeper asks 5,500 francs; and you're lost! Currency Guide for Europe instantly changes foreign money into dollars. \$2.95 ppd. Doubleday Book Shops, 655 Fifth Ave. at 52nd St., New York 22.



CIGARETTE BANK. If you've ever wakened to a Sunday morning, and not a cigarette in the house, you'll bless the far-sighted economy of this regular king-size carton dispenser. Threewordly-spaced peck holes keep tabs on a diminishing supply; and a deposit slot at the top swallows a quarter per pack withdrawn—if you're wise. \$1.95 ppd. Breck's of Boston, 69 Breck Building, Boston 10, Mass.



PAPER UMBRELLA. Let it rain! Now you can send your spring-bonneted guests on their way with "guest" umbrellas, and you'll be the raining queen of the countryside. A truly remarkable umbrella is made of pleated waxed paper that won't turn inside out, and comes with a wood handle. In red, blue, green, or gray, it's just \$1 each, ppd. No c.o.d.'s. Eunice Novelties, 541 Madison Ave., New York 22.



GARDEN

ORNAMENTS
FOUNTAINS
FURNITURE



POMPEIAN

169 Lexington Ave., New York 16

Illustrated Catalogue 50 cents



"666" OVAL BAKE DISH

These fine oval copper dishes are excellent for serving anything "au gratin", "creamed", or "baked". They lend smartness to the service and are unequalled for the hostess. Made of heavy solid copper, genuine block tin lining with dainty French style bronze handles. All highly polished. This dish also makes a wonderful Wedding Gift.

No. 226 10" x 6 3/4"	\$10.45
No. 230 12" x 7 3/4"	12.45
No. 236 14" x 9 1/2"	16.45
No. 240 15 1/2" x 10 1/2"	20.45

Write in for our complete catalog on other "666" copper specialties.

No C.O.D.'s



Bazar Français
EST 1877

666 SIXTH AVE. NEW YORK 10, N.Y.
between 20th & 21st Sts.



FOOTED BRASS OR COPPER WASTEPAPER BASKET

Hand crafted of heavy gauge brass or copper and trimmed with embossed bands of solid brass, it stands 12 1/4" high, top is 9" x 12". Weight 5 lbs. Watertight and lacquered to prevent tarnishing. When ordering specify brass or copper. A distinctive gift.

\$16.50 plus 75¢ for sending;

\$1.00 West of Mississippi

Without feet, \$14.50 plus sending

Write for Catalog

Jenifer House
New Marlboro Stage
GREAT BARRINGTON, MASS.

CALIF. REDWOOD LAZY SUSAN WITH CERAMICS



Ideal Gift for Weddings, Anniversaries, Birthdays. 12 inch size **\$6.95**

A charming gift! Or buy it to give a festive touch to your own table. Genuine California Redwood lazy susan is hand finished, has ball bearing base. Felt pad protects furniture. Specify light or dark finish. Your choice of colorful ceramic dishes. Dark green, burgundy, charcoal, sky blue, gray, yellow. 12" size, \$6.95; 16" size (same colors) \$9.95. Prices of larger sizes on request. Postpaid and insured.

Redwood susan only, without ceramic set. 12" \$8.25; 16", \$11.50; 20", \$17.95; 24", \$21.95. Specify light or dark finish.

Write for free folder.

Studio "H" **DEE'S REDWOOD PRODUCTS**
2199 Folsom St. San Francisco, Calif.



Handsome Keynotes

The best way to unlock a Father's heart on His day (June 18th) is to give him a key with his 3 initials—or DAD—strikingly cut out of the top. Wonderful, too, for usher's presents. Just send in any standard key and it is personalized, buffed to a gleaming finish, and returned in 10 days.

\$3.00

Handmade sterling silver key chain with three cut-out initials

\$5.00 including tax

postpaid

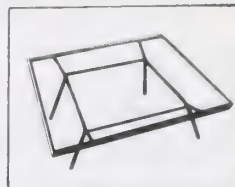
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Page & Biddle, Inc.
21 Station Rd. Haverford, Penna.

The New York Museum of Modern Art selection for 1950

The Californian... crystal top cocktail table thirty inches square, fifteen inches high. Welded steel frame... charcoal black finish. Guaranteed rustproof.

Catalog of companion pieces on request.



\$49⁹⁵

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No C. O. D.'s.
Shipping wt. 61 lbs.
Factory crated.

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716 WILSHIRE BLVD.
SANTA MONICA, CALIF.



GOURIELLI

"SOMETHING BLUE"

to put romance into his mind!



Heart-stirring fragrance of romance! Subtle and feminine... with an alluring undertone that makes a man's pulse beat faster! Eau de Parfum 1.50; 2.50; 4.00 (with atomizers 3.35; 4.85) add 20% fed. tax. Mail and phone orders filled. Plaza 3-1200

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Dept. H, 16 E. 55th St., New York 22



Shiny Copper
**So Shiny—So Bright
COPPER FRY PAN CLOCK**
(Electric)

First time shown at this low price. Reg. value \$18. Only **\$6.95**
Operates on a 110 volts A.C. guaranteed movement.

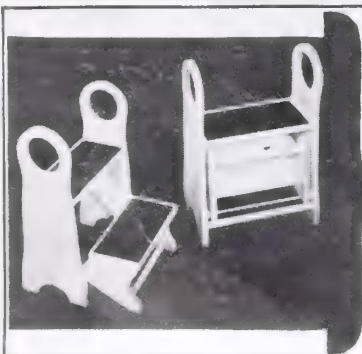
All Taxes and Shipping Included

LITTLE LEPRECHAUNS

8 Positions Available

Only \$1.00 each—Add 15c postage

studio shop 557 Boylston St.
Boston 16, Mass.



A STEP UP . . .

FOR THE WHOLE FAMILY

- Closet Step makes it easy for small fry to step up to wash their hands, for Mom and Dad to reach high shelves.
- Sturdy and well made, Closet Step comes in beautiful Maple finish or glistening white.

\$7.95 postpaid West of Mississippi, add 50c
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LOUIS HAYNE and SONS
34 Saint James Place
New York 2, N. Y.

Manufacturers since 1886

Each step 6" high. Hand grips

20" high. Width of base, opened, 13". Closed, 8".

"THE WAR OF INDEPENDENCE"

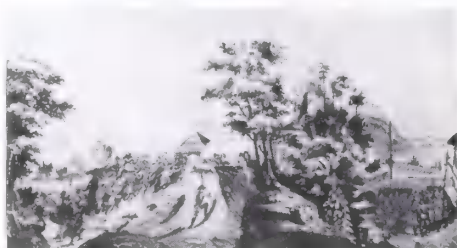
SCENIC WALLPAPER

An interesting historical and beautiful scenic paper depicting episodes in our War of Independence. First pointed by Zuber & Cie. in 1836. Set of 32 strips, each 18" wide

Illustration on Request

A. L. Diamond & Co.

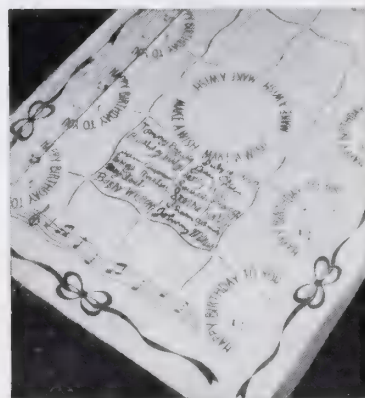
14 East 34th Street New York
100 Walnut Street Philadelphia
3000 Eagle Mansion Stratford, Pa.



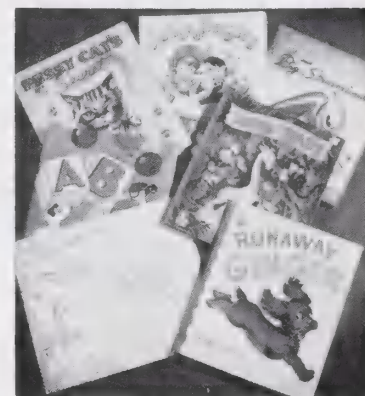
Window Shopping



THROW-AWAY P
Joyous news for summer keeping is a plastic-surper plate that won't absorb or gravy! In chartreuse gundy, it comes in dinner and salad sizes. 148 pl sizes and 2 colors, \$5 posable plastic knives, spoons in burgundy, dozen assortment. Ppd. W. of Miss. The Fitzgerald Fifth Ave., New York



ONE TO GROW ON
tic, birthday tablecloth with autographing pen so that each small passenger his name in washproof letters, is gayly in pink and blue. In the a special spot for the birthday cake with a to an excited puffer to Wish." 54" x 72", it's \$ Miles Kimball. 33 Algon Oshkosh, Wisc.



A DOLLAR A DOL
rainy-day scholar will time of his life with little books. Each is full bright pictures, and the run the gamut from i ABC's and Jolly Jingles of Runaway Ginger and Giraffe. Each book contains own mailing envelope, youngsters will love you can spoil one! \$1 ppc son's, 411 Fifth Ave., N

(Continued on page 25)



from HAITI

Sandals and Matching Bag

"FLATFOMS" with a 1" holland heel. Handwoven of sisal, they bring you as close to barefooted comfort as it is possible to get in a summer shoe, and you'll still be flatteringly shod.

SOLID COLORS ONLY. Turquoise, Natural Beige, or Navy. Packed in a nice straw bag that you will use later for the beach.

Sizes 4 to 8. We can fit you. **\$4.95**
Send shoe size, and if possible a tracing of foot outline. **ppd.**

HANDBAGS to match shoes as illustrated. Postpaid and tax paid. **\$4.95**

Write for free catalog imported merchandise.

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H SANTA FE NEW MEXICO

The BABEE TRIP



"Designed to Make Travel With Baby a Joy"—Americo

Fitted travel basket to hold all baby's needs for visiting, trips. Comes with bowl, tumbler, spoon, bib, pouches, and dry cereal, talc, diaper bag, clothes, food, all the extras. Hand-sturdy, light-weight oak. Lined with washable plastic. Indispensable for the toddler. A perfect gift. Postpaid any U.S.A. No C.O.D.'s. **\$6.45**

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FURS BY ROBERT—DETROIT



Now and then some lady wonders whether a big, luxurious Cadillac would be difficult for her to drive. Oh, what an answer the car can give to *that!* The lovely, slender steering wheel moves with the weight of a hand. The velvet-soft brakes go into action at the touch of a toe. The powerful engine handles the car as if in response to a wish. Here, indeed, is the *perfect* car for a woman to drive. Many say they feel like an expert, the very minute they take the wheel. Try it yourself—and see.

Cadillac

CADILLAC MOTOR CAR DIVISION

• GENERAL MOTORS CORPORATION



SURPRISE!

Pictured is the lovely new Martex bath towel, "Milady," in Bud Pink. It's luxuriously beautiful. It's a big, big 25x50 inch size. And here's the surprise... it's priced at only about \$2! Guest towel, about \$1. Face cloth, about 39¢. Other Martex bath towels from about 89¢ to \$3.50. (Monogramming is extra, of course.)

for brides-to-be... and brides that are...

She wants beautiful silver—beautiful crystal—beautiful towels—to be used with pride for years. That means towels by Martex, of course... exquisitely textured, wonderfully long wearing.

Monogrammed, because Martex luxury deserves monogramming and monogramming deserves Martex quality. So, whether you're giving or "hinting," always be sure to ask for towels by Martex.

The grandest gift of all...

for a bride, a bride-to-be, or an anniversary... a lovely gift box of Martex towels, guest towels and face cloths... all monogrammed. Your favorite store will do it for you... beautifully. Ask to see the many, many smart new Martex patterns and lovely new Horizon colors—wherever fine towels are sold.

Martex Towels THEY DO WEAR LONGER



MARTIN BRUEHL

Table Trousseau Treasure



FOREVER BEAUTIFUL! Imperial Candlewick Crystal service . . . for her wedding table, for the important anniversary dinners, for every festive dining occasion in her own home. Table trousseau treasure collecting means a dream realized. Leading stores all over the nation are helping, year 'round, to fill hope chests from their complete, open-stocks of this original, one-and-only beaded pattern that radiates loveliness because of its untiring simplicity.

Hand-crafted by the IMPERIAL GLASS CORPORATION, Bellaire, Ohio

18TH CENTURY DESIGNS—styled for today's living. Long, low version of an Old English sofa mates with deep-down-comfortable lounge chairs. (Covered to your order.) Inlaid cocktail table and drop-leaf end table are genuine mahogany.



A new idea for people
whose hearts are set on
fine furniture

IF YOU'VE PROMISED yourself fine furniture "when you can afford it," this idea is for you!

For today, the makers of Heritage-Henredon furniture are constructing living room, dining room, bedroom pieces that have the pure artistry of custom designs, yet—thanks to ingenious methods—are priced *below* custom levels!

So start your wishes coming true! Send for the Heritage-Henredon booklet. It's picture-

packed—showing scores of beautiful designs. Each one adaptable, so you can choose whatever your budget allows now—add more later.

All Heritage-Henredon pieces carry their hallmark. Look for it, before you buy.



HOLLYWOOD BED, 6'6" double headboard with twin units. Also twin size, 3'3"; double, 4'6". AND BIG, NEW 5' DOUBLE BED! Spacious double dresser, satinwood inlaid. Night table has 3-way electrical outlet. All genuine mahogany.



Fascinating Furniture Book—\$5! More than 100 stimulating pictures. Ideas for groupings, rooms. For your copy, plus name of nearest dealer, write Heritage-Henredon, Dept. HB-6, High Point, N. C.



**Heritage
Henredon** *fine furniture*

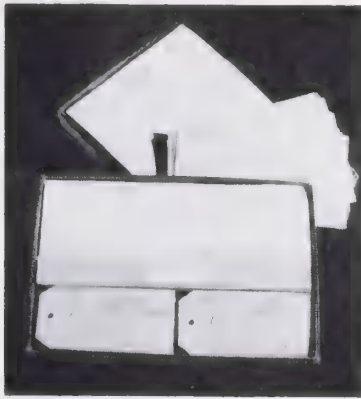
CUSTOM QUALITY at PRACTICAL PRICES

Heritage-Henredon . . . Factories at Morganton, Mocksville & High Point, N. C.

Window Shopping

CONTINUED FROM PAGE 20

WATER'S CHAMP. A most complete kit for your summer outings with a country postcard press comes printed with your name and address. Wonderful for mailing packages, notes, etc. back to town. It contains 75 sheets, 50 black envelopes, 50 postcards, 50 gummed parcel-post labels, all on white stock, and 50 tie-on mailing tags. \$1.95 ppd. Ledyard Press, 427 Franklin Ave., Hartford 6, Connecticut.



DERA DEMITASSE. The latest addition to the beloved opera series is this after-dinner coffee cup. Decorated with scenes of scores of famous operatic acts, they're made of fine earthenware, imported from England. Use them for café royale, show them off on a wall shelf between plates. \$1.50 each, 4 for \$5.75 ppd. S. & Pepper Shop, 445 East 8th Street, New York 28.



FAN TALE. Keep cool everywhere you go this summer with a new plastic fan that weighs less than three pounds, folds for packing or carrying. The Fanette is made of washable plastic, has blades guarded by an easy-clean grating. Wonderfully safe for the nursery and small enough for your office desk, it measures 11" high, 4" thick. \$11.95 plus post. John Jarrell, 81 Broad Street, N. W. Atlanta, Ga.



**BERMUDA
CARRIAGE
BELL**

The same two-toned bell that graces the quaint carriages of Bermuda makes a delightful accessory for your car... an out-of-the-ordinary gift! 5½" in diameter. Heavy nickel plate. Easily installed. \$8.95 prepaid. Send money order or check.

The Bermuda Shop
Madison Avenue at 55th St.
New York City



**EARLY AMERICAN SETTLE TABLE
COFFEE TABLE SIZE**

Exact copy of Old Settle Dining Table, knotty white pine, size 22" x 34" x 18" high, natural aged knotty pine finish, water and alcohol resistant, hand-rubbed.

To perpetuate and glorify the traditions of Colonial America, we are making this same piece also in colonial maple, Williamsburg cherry, old walnut and genuine Honduras mahogany finished in Adams brown.

Each table a potential heirloom, made to last indefinitely, a decoration for any home.

Knotty white pine	\$29.95
Solid maple, cherry or walnut	37.50
Solid Honduras mahogany	42.75

*Entrance collect plus 3% sales tax in Florida
No C.O.D. please*

ROE & COMPANY, DEPT. L
1717 Ashland Street
Jacksonville 7, Florida

YOU ARE INVITED
TO BECOME
A MEMBER OF THE

Nelmor Sterling Club

Choose from Nelmor's 163 patterns of world-renowned Sterling Silver by Gorham, Towle, Reed and Barton, International, Kirk, Alvin, Heirloom, Lunt, Tuttle, Wallace, Watson, Whiting, Smith. Indicate the pattern you desire on the membership coupon below. In a few days you will be the proud owner of your chosen precious sterling. Pay \$2.00 a month for one place setting, \$4.00 a month for two place settings, etc. for most patterns. You pay no more than the nationally advertised price. No carrying charges. Each place setting fitted in free anti-tarnish silver roll. First payment is due after you receive your silver. Own and use your silver now—pay for it out of income.

© 1949, Nelmor Jewelers

Towle's OLD MASTER 25.75

Heirloom's DAMASK ROSE 22.50

Gorham's STRASBOURG 26.00

Gorham's GREENBRIER 25.50

Kirk's REPOUSSE 21.50

Heirloom's LASTING SPRING 22.50

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Lunt's MODERN VICTORIAN 26.00

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Towle's RAMBLER ROSE 24.50

Towle's MADEIRA 24.50

Gorham's CAMELLIA 25.50

Gorham's LYRIC 25.50

Wallace's ROSE POINT 27.40

Towle's FRENCH PROVINCIAL 27.00

Reed & Barton's FRANCIS FIRST 28.75

Gorham's BUTTERCUP 22.50

Gorham's CHANTILLY 25.50

Smith's EDWARD VII 29.75

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Enroll me as a member of the Nelmor Sterling Club. Send me place settings of pattern. I will pay \$2.00 per month for each setting.

Prices include federal tax and are for one six piece place setting: Teaspoon, Salad Fork, Butter Spreader, Cream/Soup Spoon, Knife, Fork.

NAME.....

ADDRESS.....

CITY..... STATE.....



**901 BERGEN AVENUE
JERSEY CITY 6, NEW JERSEY**

*Your Invitation
to join Reid's China Club*

5-PIECE PLACE SETTINGS

DINNER, SALAD, BREAD
and BUTTER PLATES,
CUP and SAUCER
from \$4.95
to \$25.00

Write
for your
Brochure
of patterns.
All open stock.

CASTLETON • THEO. HAVILAND • SYRACUSE
FRANCISCAN • LAMBERTON

Reid's China Club gives you the
opportunity you have always been
looking for - to choose for your
very own, from 59 patterns of
world-renowned dinnerware.

JOIN NOW

Pay out of income - only 10% after delivery
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INDICATE
the color
of ruffle
RED
COCOA
BLUE
GREEN

Cable Knits
Needle Tuft
Bedspreads

"Cinderella"
Seersucker
with GINGHAM TRIM

Twin Spreads	9.95
Full Spreads	10.95
Drapes — 90" long	9.95

Airy white seersucker spreads
... frilled with colorful,
checked gingham ruffle and
candlewick tufts ... on
bottom, around the top edge
and bolster! Ruffle in red,
cocoa, blue or green.

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A charming, washable ever-
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colorful florals on a white
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**FLOWER
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Clever, practical Art-
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create just the design you desire. Both
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HIGH FIRE, HANDMADE, CERAMIC FIGURINES IN THE LATEST NUBIAN STYLING

Blackamoor set of boy and girl...
black and white, gold trim, \$3.95

Black panther, 21", with green jewel
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LOS ANGELES 12, CALIFORNIA**



Window



IT'S A SEAL of any college in
the country hand-wrought in colo-
on a copper plate, sealed under
glass in a mahogany or walnu
tray. We can't think of a more
wonderful wedding gift than one
with the seals of the bride and
groom. 16½" x 20½", it makes an
unbelievably handsome wall piece
too. \$22.50 with one seal. \$30
with two. ppd. Henry W. Long
fellow Studio, Weston 93, Mass



**CUPID'S GOT A SWEET
TOOTH** as well as a love-tipped
arrow, and meddlesome as he is
when it comes to *affaires d'amour*,
he's never happier than when
rubbing shoulders with a choco-
late peppermint or a chewy caram-
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with hand-cut cupid design meas-
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price is just \$10 postpaid. Black
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LUCKY IN LOVE. Mr. and
Mrs. Woo are full of Oriental
enchantment, so if you're hum-
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from a daisy, they're for you.
Legend has it that they bring
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the life of their owner. In black
with gold, red with black, yel-
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DON'T LET YOUR BUTTER AND CHEESE MELT AWAY!

You remember Grandma using that stone-
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this butter and cheese dish with the amus-
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Shopping



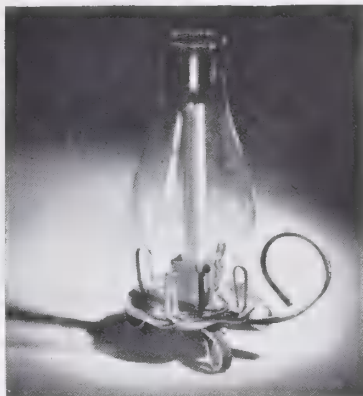
ED SHOES that look so real your small ballerina will want to prouette in them are made of light red ceramic. Lined with white glaze, they hang by a red tin ribbon. Plant them with filodendron, or set them on your coffee table bursting with short topped daisies. 8" long. \$3.95 each. Malcolm's, 524 N. Charles St., Baltimore 1, Maryland.



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THE NIGHT IS YOUNG, and as you linger over coffee in the cool of the terrace, you'll be cozily beautiful, subtly mysterious, the pale gleam of candlelight from this wrought-iron, hurricane lamp. The graceful base comes in a verdi-gris finish, and it measures 10" high over-all. \$1 plus 25¢ post. Miriam Zide, 4702 Broadway, Kansas City 2, Mo.



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Astounding New NO-DRIP Glasses!

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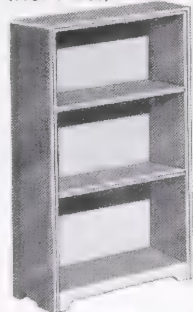
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Matching 11" hors d'oeuvre, sandwich or buffet plate, \$6.50 each.
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Also available with three sterling silver religious medals instead of monogram.
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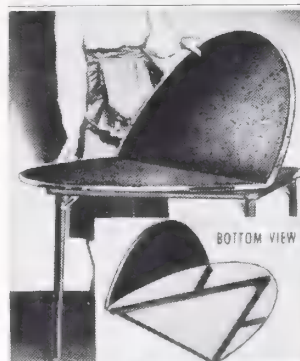
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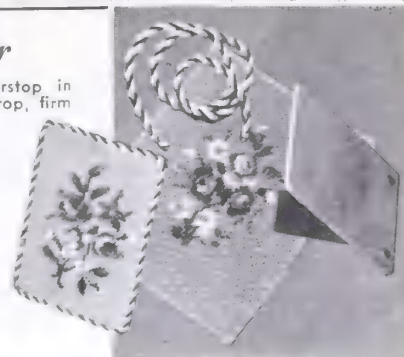
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Beautiful! Practical! **American Eagle In Solid Brass** Weighs approximately 9 lbs.



Makes an imposing table or mantel decoration, a distinctively different doorstop. Postpaid bookends of rare beauty. Faithfully reproduced from an old American casting—retains rich character of fine original craftsmanship. Ideal wedding and 7" hostess gifts.

In aluminum, black 5.00
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\$11




Window



THIS IS IT, as pretty a dress as ever sipped a frosty julep on a terrace, cleared the aisles of the supermarket. A skirt 'n shirt of fine cotton broadcloth, has a white piqué dickey, flyaway collar and cuffs, all with pearlized studs. Skirt has hidden slot pockets. Aqua, maize, pink, salmon, copen, mint; sizes 7-15, 8-16. \$5.95 plus 20¢ post. Gilchrist's, Boston 2.

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MITT PLEASURE. He'll boss the kitchen or the outdoor grill with indisputable authority if he slips into this barbecue apron and cooking mitt before he broils that steak or whips up that newburgh sauce. The sturdy white apron is decorated with red-letter nonsense, and the red mitt gives him sure-fire protection. \$2.95 the set, ppd. The Bar Mart, 62 W. 45th St., New York 19, N. Y.



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Genuine Swiss Movement. Black or Brown 8 1/2" high. Post Paid.

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Musical Cocker Spaniel

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THE VILLAGE STORE
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Shopping



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A STRAINER IN THE POT. With Arthur Godfrey urging all of us to use loose tea leaves, this is the pot that makes it easy to follow his advice, easy to brew delicious tea. A 6-cup aluminum pot is graceful enough to come to the terrace, and attached to the inside of the lid is a covered strainer. Just \$2.98 postpaid. No c. o. d.'s. Arthur's Plainfield, 178 East Front St., Plainfield, N. J.



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Turns as the music plays
"Here Comes the Bride"
9 1/2" INCHES HIGH—HUMAN HAIR
Genuine Swiss musical movement—the bride turns gracefully as the music plays. She looks enchanting in her white satin dress with lace trim, net veil and metal cloth bodice. She carries a bridal bouquet. A beautiful decoration or gift for showers, weddings, anniversaries. Comes in a handsome gift box. **\$4.95**
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Wired for electricity. Imported beautifully cut crystal prisms. Lovely tooled metal top band. All metal parts in either silver or natural brass. Please specify. Furnished with 12" adjustable chain above or with attachment for close ceiling connection. Please specify.
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... masterfully executed in natural colors on canvas-covered board by a well-known artist and framed in

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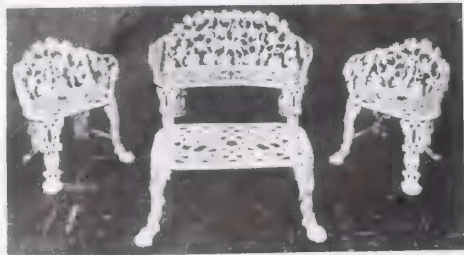
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This complete set in grape design, with large settee.

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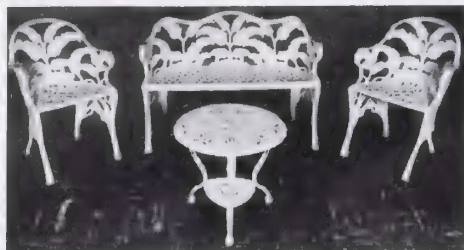
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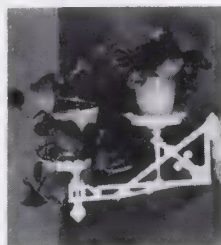
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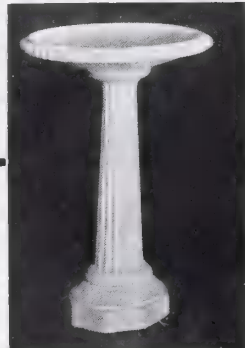


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HAND-DECORATED PENNSYLVANIA DUTCH PERSONALIZED WEDDING PLATE

PATTERN MEANS DOVE OF PEACE, LILIES OF LOVE, TREE OF LIFE & GOOD LUCK



They'll cherish it forever. Inscription and authentic color design permanently glazed on rich buff china. 9" in diameter. \$5.75 Ppd.



BIRTH PLATES—with colorful figure, name and date glazed on 7" white china. Ppd. \$3.75

All plates inscribed with "From Your Name" on back and supplied with hanger.

PRINT NAMES, DATES, etc., Very Plainly Please Send Check or Money Order. No C.O.D.'s.

DUTCH TREAT SHOP
5932-42 GERMANTOWN AVE. PHILADELPHIA 44, PA.



CENTERPIECE OF BEAUTY

Attractive ceramic centerpiece of unfading beauty for your dining table, console, buffet or mantel...Handmade and hand painted in the rich, natural colors of sun-ripened fruit. Lustrous over-all glaze with green marbleized base. No two of these distinctive centerpieces are exactly alike.

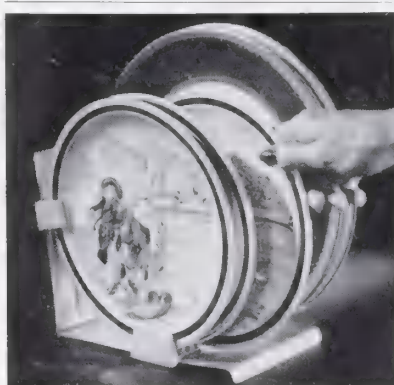
Approximately 9" high, 12" long, 7" wide.

\$35

Add \$2.00 for postage and packing
Mail orders promptly filled by Jean Tree

BLACK, STARR & GORHAM

FIFTH AVENUE AT 48TH STREET, NEW YORK 19, N. Y.
EAST ORANGE MANHASSET WHITE PLAINS



FILE YOUR PLATES

Here is the most remarkable cupboard organizer that ever stored plates in "stand-up" safety. An aluminum rack holds 12 plates of any size within rubber grips, and takes up only 4½ inches of shelf space. Stand on shelf in back of cabinet so you can "twirl" plates out with fingertip dexterity. No more stacking!

\$2.20 for set of two

Additional racks \$1.25 Postpaid each
Sorry, No C.O.D.'s

Page & Biddle, Inc.
21 Station Rd. Haverford, Penna.



BAMBOO Draw Drapes

Ready-made fine natural color inside peel matchstick drapes, easy to install. In measuring, add about 30% to desired width & 2" extra for top & bottom.

width	7' drop	7½' drop	width	10' drop
2½'	\$11.95 pr.	\$13.95 pr.	4'	\$39.80 pr.
3'	13.95 "	14.50 "	5'	45.00 "
4'	17.95 "	18.50 "	6'	53.80 "
5'	21.95 "	22.50 "	7'	63.00 "
6'	25.95 "	26.50 "	8'	71.80 "

Also custom made to size at slightly higher prices. Express charges collect. No COD's please.

FREE FONG BROTHERS CO.
(Room 19) 912 WEST 7th ST., LOS ANGELES 17, CALIF.

Distinctive HOUSE MARKERS

ADD A GAY NOTE TO YOUR HOUSE, DOOR OR GATE

Personalize your house with these charming designs... created of enduring aluminum for a lifetime of satisfaction. Finished in a "just right" soft black. Nails for easy mounting included. Makes wonderful Hostess Gift. Either marker is available with your name or street number. Small extra charge for each letter or number desired. We pay postage. Sorry—no C.O.D.'s. Catalog on request.

Surrey 6" x 9" \$3.00
Flower Girl 8" x 8" \$2.25

Please add 15c for each letter and 20c for each number

ROBIE STUDIOS

Dept. H
14 Junction St.,
Needham 92, Mass.



Give him a thermostatically controlled

Dri-Cool Briar

- a cooler pleasanter smoke • reduces bite—increases fragrance • pipe stays lit • no ill-smelling sogginess

Here is a gift any smoker will prize—a genuine imported briar fitted with the new Dri-Cool thermostat that automatically keeps pipe cool and sweet and adds so much to a smoker's enjoyment. The Dri-Cool featherweight thermostat was developed by a leading engineer in the heat control field. It is a new and basic improvement. Thermostat is concealed in base of pipe—does not mar beauty or appearance of the briar. An ideal gift for Father's Day and birthdays. Order today. Send \$5.00 in check or money order. Specify color of pipe (Walnut, Plum, Natural finish), in any of the popular standard straight-stem shapes. Address **Wiscon Products, Racine, Wisconsin.**

Your order shipped postpaid same day as received

\$5

Gift packaged in flannellette pipe-glove and attractive box

HERE IS SOMETHING!
A new item to solve the problem of hanging out-mail or unwashed mail.

THE MAIL RACK creates a central spot for the family to handle mail or messages.

Fasten this handsome piece in the hallway or dining room.

Made of warm pine with an aged finish. Hangs by a copper ring from a screw peg back as fast as you wish.

A perfect hostess **GIFT** when you vacation this summer.

JACKET PEGS shown above Mail Rack are useful in halls, on porches or at the summer camp.

SHIPPED POSTPAID - NO C.O.D.'s

THE WOOD SHED
807 BROOK ST. DEPT. H
WICHITA FALLS, TEXAS

SOUNDS KINDA "FISHY"
But here's a True Sportsman's TIE!

REAL HAND-TIED TROUT FLIES make an alluring pattern on these hand-loomed, 100% wool ties. Soft, light in weight for perfect knotting. A new "angle" on a gift for an angler or any "tweedy" sportsman. Choose from six attractive colors with your satisfaction assured or money back - yellow flies on grey - rust on green - grey on red - red and white on navy - yellow on light blue - rust on yellow

Just \$3.75 p. p. in Gift Box
Mail order and Check to:
**PETITE SHOP, S. Atlantic Blvd.
Fort Lauderdale, Florida**

Window Shopping



FLYING HIGH, above the lawn, above the beach, and magically free from the troublesome laws of gravity that keep straight little legs anchored to the ground this plastic helicopter soars with the grace of a bird and the mechanism of a top. It works on the simple tug of a string principle—measures 10" in diameter, costs just \$1 ppd. Order it from **Black & Company, Forest Hills, N. Y.**



FRUIT IN THE GUEST ROOM. The most accomplished hostess we know always has a bowl of fresh fruit in the guest room, and it's a gracious "plus" that's made her famous. A gleaming aluminum bowl, 10" wide has a slotted center that comes with 3 stainless-steel knives with pearl handles. Fine for the breakfast table, too! \$3.75 ppd. **Veros Products Co., 1263 N. Paulina St., Chicago 22, Ill.**



CLEAVE-A-LOBSTER. A live-and-kicking, lord lobster is far from the most docile denizen of the deep, so to split him quickly, safely, put him in this heavy aluminum cleaver. Its stainless-steel knife cuts to, but not through, the bottom shell, and the lobster's ready for broiling or baking. 19" x 9" x 4 1/2" high. Shipping weight 10 lbs. \$14.95 exp. coll. No c.o.d.'s. **Sjostrom Co., Bancroft Rd., Andover, Mass.**

(Continued on page 35)

• A B C D E F G H I J K L M N O P Q R S T U V W X Y Z • A B C D

FOR MEN

Beautiful Initial Tie Clasp and matching Cuff Links

	GOLD FILLED	14K SOLID GOLD
TIE CLASP	\$4.50	\$37.00
CUFF LINKS	\$8.00	\$40.00

Specify 3 initials desired. Send check or money order, add 35¢ to cover cost of postage and insurance. Sorry, no C.O.D.'s.

M. J. KITTREDGE, Inc. 88 Elm Street—Westfield, Mass.



Signature WALLET

The Perfect Gift—For Him—For Her

Your favorite signature is authentically reproduced in long lasting hand polished bronze on this bold handsome wallet. The signature is permanently affixed to the wallet, which is distinctively crafted of smooth supple cowhide. The smart edges match the gold toned signature. Only... **\$8.50 Ppd., tax incl.**

Specify brown or black, men's or women's model. Secretaries also available at **\$9.70**. Be sure to include signature Ppd. tax incl. to be reproduced.

No C.O.D.'s please. Satisfaction Guaranteed

FLEETWOOD CRAFTSMEN
343 Locust Street, Mount Vernon, N. Y.

Perfect Gift—Father's Day—Graduation

A Great Buy!

\$8.85 POSTPAID

GENUINE COWHIDE LEATHER TRAVEL BAG

Fine for week-end travel, carrying sports equipment, etc. In genuine brown cowhide. 18" long; 9" wide; 10" high. Equipped with full zipper closing and fine brass lock. Two handy pockets in heavy check cloth lining. Sent **POSTPAID** anywhere in U.S.A. Fed. tax included, for only... **\$8.85**

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America's Largest Store, Devoted Exclusively to Men and Boys
BUFFALO 3, N. Y.

For FATHER'S DAY and BIRTHDAYS...

"For the man who has everything"

PROTECT-O-CLIP

T.M. REG.

Heavy Solid Sterling Silver

\$5

INCLUDES TAX POSTPAID

The exclusive clip that GUARDS your money and SAFEGUARDS your check. The perforating roller protects the check against being altered or raised. Handsome as well as useful.

Send cash, check or M.O. No C.O.D.'s. Satisfaction guaranteed

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the finest
will satisfy...



One of many stunning adaptations of a fine English Lounge Style. Covered in 100% Nylon Matelasse, with all of Nylon's unique advantages. Wide range of colors.

Valentine Seaver

DIVISION OF THE KROEHLER MFG. CO.




Typical of the exquisite sofas, chairs and sectionals in the MODERN GROUP.



A striking sofa of stately beauty from the 18th CENTURY GROUP.



One of many individual sofas and chairs from the beautiful GALLERY GROUP.



*...and so they
were married
and lived
happily
ever after
in their dream
house... with a
linen closet full
of America's
loveliest sheets
and pillow cases*

PEQUOT
fine combed
PERCALES

This is a real luxury fabric, silken-smooth, light as a dream... yet made with Pequot's traditional care for strength and wear. Only the finest selected long staple cotton is used, with fully combed yarns... woven with more than 200 threads to each square inch. They're ideal trousseau and gift sheets. Six lovely pastel shades—Peach • Candle-light Yellow • Airway Blue • Pink • Dusty Rose • Green. Also traditional White.



MORE THAN 200
COMBED THREADS TO THE INCH

Window Shopping

CONTINUED FROM PAGE 32

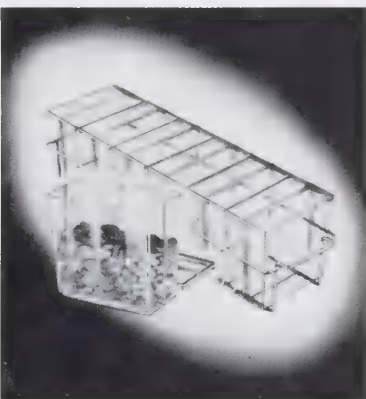
WHISK STICKS that give you the brush-off from hatband to shoe buckle, come with a turn-up brass suede-brush or a little red plastic lint-whisker. Lipstick size, they slip into your purse, keep you nabob-neat when you're shopping or traveling. \$1 each, the pair is just \$1.75. Postpaid from Ward Phillips Co., Box 3451, Merchandise Mart Station, Chicago 54, Illinois.



THE GLEAM IN HIS EYES will make his small owner the shining light of the neighborhood, because "Twinkie" is the brightest-eyed clown that ever ogled from a starched collar. He's aapel pin, about 2" high, and when you pull his "loket" his nose lights up and his eyes roll. Yes, they do! 60¢ ea., 2 for \$1.10. Ppd. Julia Caesar, 332 Ocean Park Ave., Bradley Beach, N. J.



REFRIGARRANGER is a remarkable new space-saver that has six unbreakable Styron plastic containers, each with a snap-on lid, to hold leftovers in one compact unit. Absolutely spill-proof, it's transparent, measure 4" x 4" x 15" long. Perfect for pickles, relishes, etc. at your barbecue, it's as insect-resistant as a barrel of DDT. \$2.95 plus 25¢ post. Mastercraft Products, 60 South St., Boston 11, Mass.



"HURRICANE" Salt and Pepper Shakers

Fashioned after the traditional hurricane lamp, these cleverly designed salt and peppers are ideal for every occasion... and two sets make a perfect gift for the bride. The body is of crystal, cut in a leaf pattern, the base, sterling silver, 2 3/4" high overall. Order Now! \$5.00 per pair. Federal Tax Included. Please send check or money order. No C.O.D.'s. Post paid in U.S. For delivery in Connecticut, add 2% Sales Tax.

The Philip H. Stevens Company
Jewelers • Silversmiths Since 1902
65 Pratt Street, Hartford, Connecticut



Hold that Roast!

At last, a truly practical and beautifully modern roast and fowl holder by Carvel Hall. Four 1/2-inch prongs hold roast securely, yet easily inserted and removed. Fork end helps in serving too! The perfect wedding or shower gift. Attractively boxed. No C.O.D.'s please.

Chrome \$4.95 ppd.
Silver plate 7.50 ppd.

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232 WASHINGTON AVENUE
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Towle's OLD MASTER 25.75

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Wallace's GRANDE BAROQUE 34.80

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WELCOME to

SPENCER'S Sterling CLUB

Collect your favorite Sterling Silver this budget-wise way! We carry all the patterns—by world's famous silversmiths such as Gorham, Towle, Wallace, International, Lunt, Heirloom, Tuttle, Whiting, Watson, Smith, Alvin. Order one or more place settings. Each setting includes Teaspoon, Knife, Fork, Butter Spreader, Salad Fork, Soup Spoon. Pay \$2.00 per month for each place setting ordered. You pay nationally advertised price, no extras, no interest, no carrying charges, no money down! Included at no extra cost, anti-tarnish roll with each place setting. Start YOUR dreamed-of Sterling collection this easy, thrifty way. Use the coupon today. Odd pieces are available in all patterns.

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SILVER SUITE

5. MAIN ST., DAYTON 2, OHIO
"Silver Specialists for 36 Years"

MAIL COUPON NOW FOR QUICK DELIVERY

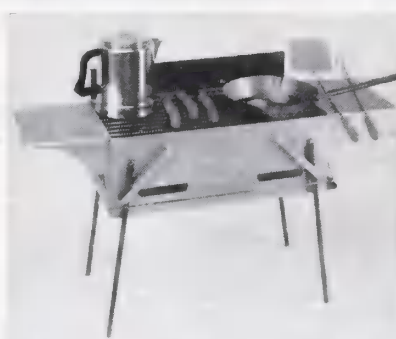
Gentlemen: I want to join Spencer's Silver Club. Please send post-paid _____ place settings of _____ pattern. (Each setting contains 6 pieces itemized above)

I enclose no money, but will pay \$2.00 monthly for each place setting, with no extra charge beyond nationally advertised price.

NAME _____

STREET _____

CITY _____ STATE _____ (HB-6)



Let's Have a Barbecue

at the beach or right in your own back yard, with this portable charcoal grill. Made of aluminum finished steel sturdily built it has a 9" x 18" broiling surface, ample working space, a red windshield and removable ash pan. Tubular legs fold into compact unit for carrying with fuel and food inside.

Height: set up 16" (without windshield). Folded, 6 1/2" high. Weighs 10 lbs.

\$5.75 postpaid (No C.O.D.'s.)
The Fitzgeralds
545 Fifth Avenue, New York 17, N. Y.



LUCKY PONYSHOE HOOKS

Perfect for summer homes, camps or ranch houses. The smallest of real ponyshoes, welded to make sturdy and serviceable hooks. Many of our customers order them by the dozen. Just the right size so coats and hats really stay put. Ideal for coat closet, vestibule or hall. Youngsters like the idea that it's lucky to hang their clothes on real ponyshoes. (Keeps them tidy, too!)

Dull black finish. 7" x 3" x 3". Nails furnished for attaching. Only 75¢ each. 3 for \$2.00; 6 for \$4.00 or \$8.00 a dozen, post-paid. Shipped same day. Sorry, no C.O.D.'s.

Send for folder of other horseshoe gifts.
Horseshoe Forge
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HOLLYWOOD SHADOW BOX

Provides a charming new setting to display china, glass, silver. It gives the home a distinctive touch of beauty and style. 20" wide, 15" over-all height, 2 1/2" frame, 10" inner clearance, 4 1/2" deep. Made from selected woods. Available in following finishes: Chinese Black, Smart Natural, Soft Brown Mahogany, or lovely Honey Maple, with harmonizing background. An all-occasion gift. Please specify **\$7.95** finish. Price postpaid (East of Mississippi, add 50¢ for postage.) Send check or M. O. today to

CALIFORNIA IDEAS
P. O. Box 710
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Rich Old Fashioned ICE-CREAM

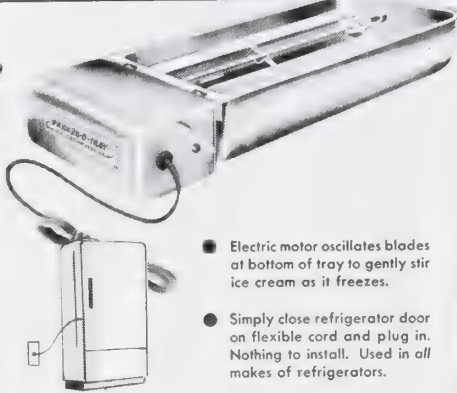
right in your own refrigerator

FREEZE-O-TRAY ELECTRIC ICE CREAM FREEZER

NOW YOU CAN enjoy real home-made ice cream with that delicious hand turned flavor and texture... frozen quickly and easily the new FREEZE-O-TRAY way. Turn your imagination loose on ice cream recipes that are delightfully different... fresh fruit flavors... creamy custards... refreshing sherbets. Your family and guests will beam about the old-fashioned flavor.

So simple to use too! Just place FREEZE-O-TRAY in ice cube compartment and forget it! No stirring...no beating! Makes full quart at one freezing.

Precision built of polished stainless steel. Lifetime motor. Factory guaranteed. Order your FREEZE-O-TRAY today... delight your friends and family tomorrow. Only \$14.75 postpaid.



- Electric motor oscillates blades at bottom of tray to gently stir ice cream as it freezes.

- Simply close refrigerator door on flexible cord and plug in. Nothing to install. Used in all makes of refrigerators.

Includes illustrated instructions and price-less old southern recipes. No C.O.D.s.



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508 Warwick Rd. Newport News, Va.

Reproductions By Mail

Delightful
Charm

—DIRECT TO YOU



Choose our Diana slipper chair to brighten up your bedroom or powder room. Lovely curved back and coil spring seat means both comfort and beauty. Upholstered in our lovely florals (like a breath of spring)—either blue, green, natural or yellow. Price only \$19.50 each or \$38.00 a pair. In muslin or you may send us your material—\$17.50 each. (Send 1/2 yds. of 36" or 2 1/2 yds. of 50"). Height 29 1/2"; Width 22 1/2"; Depth 18". Check or money order. No C.O.D.'s. Express charges collect. Satisfaction guaranteed. Also, send 10c for your copy of "A Selection of Chairs".

The Chair Shop
Box 220 Hickory, N. C.

REX COLE LAMP

It's a Sight Saver

Ideal For
Television

Recent authentic tests show that this lamp provides 50% more useful light than the nearest comparable lamp.

The BEST many-purpose lamp for excellent light wherever you want it. Wonderful for reading, writing, sewing, typing, studying, drawing... widely accepted by Bridge Clubs.

- Adjustable height; from 36" to 46"
- Swings horizontally to any position
- 3 Colors: Mandarin Maroon; Library green & Beige

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MAP ASHTRAYS

4" pottery ashtrays designed in the shapes of the 48 States, District of Columbia and Hawaii. Hand-painted, under glaze, in pastel shades of green and gray. Each decorated with the State's flower, and, if you prefer, the name of the State and/or any town within it.

\$1.00 each, postpaid

Set of four, \$3.75 postpaid

Any person's name included, 25c extra per tray

No C.O.D.'s, please

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RANCHOLM

Hard Maple CHAIR

Send Check or Money Order for \$24.50

Price includes shipment anywhere in the U. S. A. SATISFACTION GUARANTEED

Write for descriptive literature on twenty other fine pieces of RANCHOLM Furniture.



Top—18 x 33 in.
Height—17 in.

McCann-STEENBACK

POST OFFICE BOX 1002
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Window



A SWINGING GAIT will keep you in step with summer living if you have these trim flats. Wear them with white linen at the country club, with a tailored suit in town. They come in black, navy brown almond summer suede; or in natural straw, \$12.95. In red green, brown, or navy genuine alligator lizard, \$16.95. Sizes 4 to 9, widths AAAA to B. Postpaid from Joseph Antell, Zero Newbury Street, Boston 16, Mass.



PORTRAIT CUFF LINKS

Wear your heart on the sleeve of your summer cotton shirtwaist dress, a man-tailored blouse. Gold-plated cuff links that have a picture inserted, are made from any size snapshot or negative (returned intact.) For your equestrian husband, send snap of his favorite mount and he'll sport them at the next show. \$2 ppd. Individually Yours, 6112 Maryland Dr., Los Angeles 48, Cal.



PRAYER RING, handmade of

sterling silver by Cini, is a sweet and ever-present way to say the rosary—once around for each decade. If you know someone making the Holy Year pilgrimage, it would be a welcome going-away present; or send it to a devout graduate for her charm bracelet. There's a hook for attaching to bracelet or chain. \$2.50 postpaid. Hall Galleries, Albert Steiger Co., Springfield 2, Mass.



FINE CRINKLE CREPE BLANKET COVER

This cool crepe spread lies smooth. Easily washable—never needs ironing. Monogram applied in Everglaze® chintz to match piping. Colors: White with piping in your choice of hunter, maize, blue, red, gray or rose. Also in light blue, gold, gray, pink, duobonnet and dusty-rose with piping in white. Twin bed size \$6.95. Double bed size \$7.95. 3 letter monogram \$2.95.

Send Check or Money Order (No C.O.D.'s)
Add 25c for Postage

Schoenfeld Linens

38 East 57 Street, New York, N. Y.



Quaint Wheelbarrow

A perfectly delightful miniature wheelbarrow. Charming for the June Bride with violets or lilies of the valley. 9" long, 3 3/4" high with copper liner. Handcrafted in pine or gray antique finish.

\$3.25 Postpaid No C.O.D.'s



"Dutch Stuff"—Set of 16 coasters in heavy blotter-type paper. Designed by Jane Griffith... A perfect hostess gift. 50c pp

Send for Gift Catalog

Jane Griffith Pottery House

23 Maplewood Avenue
DEPT. HB, PHILADELPHIA 44, PA.

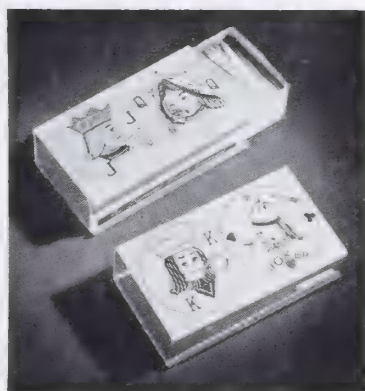
Shopping



GRANDMA MOSES, the grand old lady whose beautifully simple paintings of the American primitive scene have set the art world on its sophisticated ear, has a set of 10" translucent china plates decorated with 4 of her best loved works, fired on for permanency. Hang them over the mantel and you'll have your own art gallery. \$3.25 each; \$12.50 for 4. ppd. Crane's, 419 East 57th St., New York 22, N. Y.



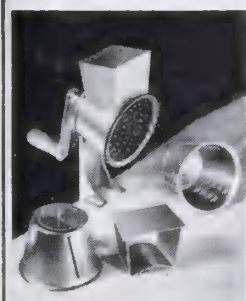
HONOR THE MATCH of a gigolo Jack and his quaint queen, the mustachio-twirling monarch and his lady-vamp joker. Aluminum match covers come decorated with playing-card figures striking modern poses, hold large wooden matches. Good for your husband's poker crowd, your puffing Culbertson companions. \$1.95 the pair ppd. Evelyn Reed, 538 Madison Ave., New York.



STITCHING STICK. A tiny, take-along sewing kit that's topped with a thimble, comes with needles and pins in the center, red, white, and black thread on a spool that rolls up like lipstick fashion. Made of gold metal, it's wonderfully handy for that stitch in time when you're vacationing. Just 3" long, it's \$1.95 ppd. Charles Mayer & Co., Indianapolis 9, Indiana.



It Does 3 Things!



**Shreds ...
Grates ...
Slices ...!**

Three Kitchen Utensils in One!

The Tri-Grater! Shreds—grates—slices! Fine for shredding vegetables, cheese, bread, crackers, nut-meats, etc. Makes dainty sliced dishes—cabbage, carrots, cucumbers, onions, etc. Equipped with "Food pusher." No danger of cutting fingers. Seamless rotors—easy to clean. Ideal for gifts and bridge prizes. Postpaid **\$4.75**



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20c extra
Circular on request

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GAY NEW COLORS TO BRIGHTEN YOUR TABLE

Service for six (32 pieces) with monogram in blue or black.

Cream colored pottery **\$18.90**
Pink, grey, or chartreuse **\$22.70**

Sent express collect; allow four weeks for delivery. Send check or money order. Free folder on request.

MIRIAM ZIDE On the Country Club Plaza
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PROUD POSSESSIONS!

Pistol Pearl Handle

HORS D'OEUVRE and BUTTER SPREADERS,
and SHRIMP FORKS

Unusual collector's items with genuine Mother-of-Pearl pistol grip handles. Fashioned by famous Sheffield (Eng.) craftsmen.



Stainless steel, mirror finish blades and tines, and distinctive, antique sterling silver ferrules. Truly graceful elegance for any table!

SET OF SIX FORKS.....\$15
SET OF SIX SPREADERS...\$15

in moire, tarnish-proof roll, and boxed
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House
OF *Le Witt*
NEW BRITAIN, CONN.



Hand Blown Pinch Glasses

Fine American glass by Gillinder, perfect for informal entertaining! Crystal or crackle crystal, amber, green, amethyst, ritz blue. Two sizes. 12 oz. water glasses, \$10 per doz. 14 oz. beverage glasses \$12.50 per doz. Postpaid. Please do not send stamps. No COD's.

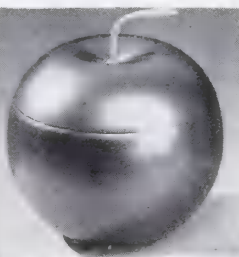
Write for booklet showing selected table glassware.

Carbone INC.

342 Boylston St., Boston 16, Mass.

STYLE in insulated ICE TUBS

Beauty is combined with practicability in these handsomely designed insulated Ice Buckets AT NEW LOW PRICES!



"BIG APPLE ICE TUB"

Saucy red or green anodized aluminum with brilliant high polish finish. Lined with Thermos glass vacuum, which keeps 2 trays of ice cubes up to 24 hours.

\$15.95

THE CORONET INSULATED ICE BUCKET

Modern classic design in highly polished aluminum, holds 2 trays of cubes cold from 6 to 8 hours.

\$5.00

Add 50c postage for shipping one or both models



The JOLLY TAR

24 Prospect St.



East Orange, N. J.

Quaint

PENNSYLVANIA DUTCH PLACE MATS

Picturesque . . . practical . . . colorful . . . lovely to own or to give! A damp cloth cleans their lacquered surface in a jiffy.

Order Style #105, Authentic bird, heart, and flower design. Set of 6. Only \$1.00 Postpaid

Order Style #108, Amish family group. Set of 6. Only \$1.00 Postpaid

MINIMUM ORDER \$2 (order any 2 sets)

FREE!

12-pc. Matching Coaster Set with each order! Varied sizes for varied uses.

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fabulous replica of FIFTH AVENUE ORIGINAL

Exclusive with us . . . and definitely for the House Beautiful readers, this exquisitely exact copy of a Fifth Avenue jeweler's triumph! Stunning maple leaf pin is richly plated in 14 carat gold . . . spattered with tiny twinkling rhinestones. Maple Leaf Pin, 2 1/4" long, \$12 . . . Matching Clip or Screw Back Earrings, \$10 . . . Matching Scatter Pins, \$5 each. All prices include tax. Yes, C.O.D. if desired.

Frederic's, Inc., 561 Fifth Ave., N. Y. 17, N. Y.
EST. 1898

**HAMPER**

Makes it fun to be tidy. Heavily-enamelled white. 20" high. \$7.75.

WASTE BASKET
12" high (not illus.) \$4.75.

GLASS JAR
Beautifully cut, with dozens of uses. (not illus.) \$1.75.

Make any child's room more livable, more adorable with HAND-PAINTED MATCHING ACCESSORIES

Here is the newest, most charming idea in years for any child's room—matching ensemble of useful items with the same captivating clown motif and the child's own name hand-painted on each piece in red and blue. Available also in boy or girl motif, instead of clown.

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Heavy, smooth-edged glass, 5 1/2" x 6". Holds 2 1/4" x 3 1/4" snapshots. \$3.75.

TRAY

For dozens of nursery uses—or as a place mat at table. In heavy clear lucite. 10" x 15". \$7.75.

TISSUE BOX

Made just like a grown-up's. White enamelled metal. (not illus.) \$2.20.

MAIL ORDERS FILLED POSTPAID
Send Child's Name and
Specify Design

Makes for happy mealtime fun. Light, unbreakable plastic. \$2.50 set, \$1.50 each.

BOWL and GLASS

Light, unbreakable plastic. \$2.50 set, \$1.50 each.

Evelyn Reed

538 MADISON AVENUE • NEW YORK 22, N. Y.



For the first time

FAMOUS WISS PINKING SHEARS

\$3.95 New smaller size

Outstanding pinking shear quality and value. Full chrome finish, 7 1/2" long. Mail orders filled. Add 25¢ postage.

WISS 665 Broad St., Newark 2, N. J.

STUDY INTERIOR DECORATION

SIX WEEKS' PRACTICAL
TRAINING COURSE
SUMMER SESSION

Resident Day Classes

Start July 6th. Send for Catalog S

Period and Modern styles, color schemes, draperies, all fundamentals. Faculty of New York decorators. Personal instruction. Cultural or Vocational Courses.

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Starts at once. Send for Catalog C

Same training for those who cannot come to New York. Practical, useful and intensely interesting.

NEW YORK SCHOOL OF INTERIOR DECORATION

515 Madison Ave., New York 22, N. Y.



16 1/2 in. long, 12 in. wide, 15 1/2 in. high

MAGAZINE RACK OF 100% SOLID BLACK WALNUT

Mahogany or Walnut Lacquer Finish

Gracefully designed to harmonize with most interiors. Useful, practical, sturdy. Made of America's finest cabinet wood—solid Black Appalachian Walnut, and fashioned by Virginia craftsmen. Only the finest stains and lacquers used. Finished in gleaming Mahogany or Walnut to match your present pieces.

\$8.95 POSTPAID

Special orders accepted for solid Wild Cherry or solid Maple. Also available in special finishes to match your color samples. Write for quotations.

No C.O.D.'s, please

SATISFACTION GUARANTEED OR MONEY REFUNDED
Also at better furniture and department stores everywhere

SALEM CRAFT HOUSE
P.O. BOX 573 SALEM, VA.

NOW DRIVING with CHILDREN is a PLEASURE

An AUTO-DEN turns the back seat of your car into a "den" for children. Levels rear seat area from door to door. Permits youngsters to play or sleep without risk of falling off seat.

Adjusts so one person may SIT in back. Raises to become a desk or play table. Leaves space underneath for groceries or luggage. Use it around town or around the country. Quickly installed by anyone. Steel construction—holds 150 lbs. State whether sedan or club coupe when ordering. \$9.95 express charges collect. Money back if not delighted.

LINNE PRODUCTS CO.

1810-12 Stanford

Santa Monica 6, Calif.



Window



TENT MATES for the camp-bound crowd are these white cotton shirts and shorts. Wonderfully washable, they come with any first name printed in red, blue, green, or brown, so the small forgetfuls will have no trouble claiming their wardrobe. Available in boy's or girl's models, the shorts come in even sizes 6-16. \$2.45. Matching T-shirt, \$1.66. \$1.75. Ppd. Youngsports, Box 33, Chester Springs, Pa.

IT'S A SCOOP that attaches to the handle end of your golf club ready to retrieve your ball from the pond you were supposed to drive over on that par four hole. And there will be no hide-and-seek, because you won't rill up the muddy water, burying your prize Acushnet forever. Good for reclaiming any unplayable shot, it's made of cadmium-plated steel, costs \$1 ppd. Neville's, Burlington, New Jersey.

MAKE-UP HAT. The underside of the vizor is lined with screened Vinylite to keep out the sun. Top side is a mirrored foil which reflects your own pretty face while you put on fresh lipstick after a tennis match. The crown is white mesh with green, red, navy, or white panel, embroidered with any first name. Small, medium, large. \$1.75 ppd. Drum & Drum, 1043 Stuyvesant Ave., Irvington, N. J.

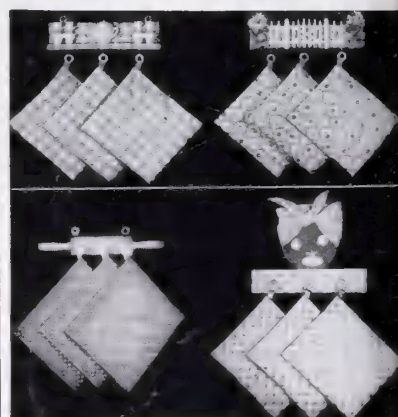


Glorify YOUR HOME

Add artistic beauty and distinction with Bellkool Iron Railings. An extra safety factor, too, on porches, steps and entrances. Illustration shows application to concrete or wood stoop. Readily applied also to brick or stone. Sturdy, durable, attractively priced. No. 1500A with ornament, as illustrated, is \$11.85 per railing in 3-foot lengths, other sizes and designs available. Immediate delivery. Shipping charges collect. Send check or money order... or write for colorful circular showing various types of railings in any size.

The **BELLKOOL**
COMPANY

DEPT. G-251
APPLETON,
WISCONSIN



Beautify YOUR KITCHEN

Colorful POT HOLDER ENSEMBLES bring a cheerful note to kitchen decoration. Made of fine quality printed percale fabric, they are packed in plastic utility bags that serve many other practical uses.

COLORS: red, blue, green, gold.

\$1.19 each postpaid

Specify designs desired, from top left: TULIPS & TEAPOT, GARDEN GATE, ROLLING PIN, MAMMY.

Money cheerfully refunded if not satisfied.

Thomas Sloane

46 Franklin Ave. Lynbrook, L.I., N.Y.

Shopping



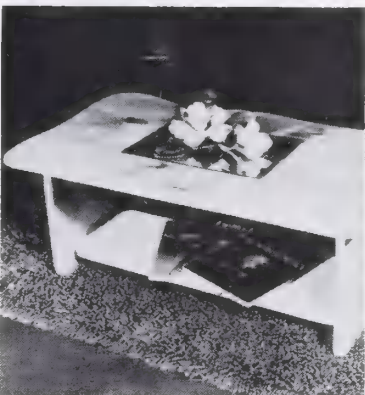
CRATCH SHEETS. Everything from the doubled, vulnerable, bridge contract you made, the menu for your formal dinner party can be jotted on the handy pads in your Pad-Pax. 14 pads (2 of each) are marked: Shopping List, Telephone Message, Bridge Score, Memorandum (5 sizes), and Purse Pad. Gift-boxed with a pencil. \$1.25 postpaid. Northmore's, P. O. Box 756, Highland Park, Illinois.



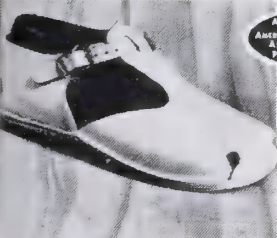
LIRT WITH A FAN. There's something about a fan that makes a woman feel part devil, part angel, and even if she uses it only to stir up a breeze, the effect is dramatic. Hand-painted with Chinese cherry blossoms on pastel or black silk, with mother-of-pearl end sticks. 5½" square fan is \$1.25; 8½" size is \$2.95. Add 25¢ post. Alfred Orlik, 30 Fifth Avenue, New York.



UMMER FURNITURE that is as decorative in your city apartment as it was at your seaside gazebo is rare indeed. But this Du Pont De Luxe weather-, alcohol-, and burn-proof coffee table returns to town living when you do. Its antique-style top is 3' x 32" and it comes in knotty pine or maple finish. A pleasantly low \$11.95 ppd. is its price tag. Hugh Clay Paulk, 813 N. Kansas Ave., Topeka, Kansas.



RECOMMENDED by PEDIATRICIANS



only
\$2.75
ppd.

DEL'S SCUFF-SANS
GIVE REAL FOOT FREEDOM
FOR GROWING FEET
100% all Leather. Permits foot muscles to develop. Allows normal arch formation. No lining wrinkles to rub or chafe. Patented toe construction. Shapes itself to the foot. No nails to work thru and hurt the foot. Soft counter—can't blister the heels.

Give size or outline of child's foot, color wanted (white, red, tan or pastel pink, blue or yellow). Sizes 2-8 . . . \$2.75; 9-12 . . . \$2.95. Includes postage. Add 25 cents for C.O.D.'s MONEY BACK GUARANTEE if your pediatrician does not approve Del's Scuff-Sans.

Send for catalog of other novelty children's shoes.

DEL'S LEATHER MFG. CO.
Dept. B6, 1045 S. Wall St.,
Los Angeles 15, Calif.



"HERE COMES THE BRIDE"

These cute miniatures, consisting of bride, groom, ringbearer and flower-girl, are perfect for adorning the wedding cake. Very lifelike, carved in wood, heavily lacquered and hand painted in full color. About 3" high. An ideal shower gift.

By mail, \$3.00 per set, postpaid.

Naylor's Box 66-A
Ripon, Wis.

NEW Gorham's Lily of the Valley
(Pictured at left)
Now ready for members.

HEITKEMPER'S Sterling Club

Take this opportunity to buy the world's finest sterling for monthly payments as low as \$1.50. Select your favorite pattern from Gorham, Towle, Reed & Barton, Lunt, International, Heirloom, Wallace. Fill in coupon below. In a few days your sterling silver arrives. Each place setting includes knife, fork, teaspoon, salad fork. Pay only \$1.50 per month for each place setting ordered. Nationally advertised prices. No carrying charges. Just mail coupon today. No down payment. Anti-tarnish roll with each setting. Your favorite sterling silver is yours at last — so easy — so convenient.

17.75

MAIL COUPON TODAY

Heitkemper's, Portland, Oregon

Gentlemen: I wish to enroll as a member of Heitkemper's Sterling Club.

Send _____ place settings of _____ pattern.

I will pay \$1.50 per month for each place setting which includes knife, fork, teaspoon, salad fork. No down payment. No extra charge beyond nationally advertised price. Federal tax included.

NAME _____

STREET _____

CITY _____ STATE _____

HEITKEMPER'S 725 S. W. ALDER
PORTLAND, OREGON

Lunt Memory Lane, 18.17

Reed & Barton Burgundy, 20.09

Heirloom Damask Rose, 15.50

Towle French Provincial, 17.80

Towle's Rambler Rose, 16.90

Individually Wrapped!

creamy mint sticks

Deliciously soft and creamy; perfect partners for bridge or canasta . . . the same fine candies sold in our four famous Boardwalk stores. Mailed anywhere in the United States; Postage included. Lb. box

\$1

Frالinger's ORIGINAL SALT WATER TAFFY

Write FRALINGER'S
1325 Boardwalk—Atlantic City, N. J.

ICE MIZERS

For Long Lasting Summer Drinks

Here's good news for card playing cronies—a glass that keeps drinks cold and hands dry. Ice Mizers don't sweat, leave no rings on bridge table, need no coasters. Hold ice cubes for over an hour! Aluminum-coated glass with pearl-lacquered finish, they come to you in assorted jewel-bright colors. Set of 4, postpaid.

\$3.50

No C.O.D.'s, please

Glasscraft

920-B CHICAGO AVENUE EVANSTON, ILL.

Imported **CUCKOO CLOCKS**

The Heirloom Clock with a Personality. HAND MADE, HAND CARVED by the little clock makers in the Black Forest, who have made them the same way for generations. Hand rubbed antique finish. All prices, sizes, models. Because I import them direct, you save 25%. Guaranteed. Write today for illustrated folder.

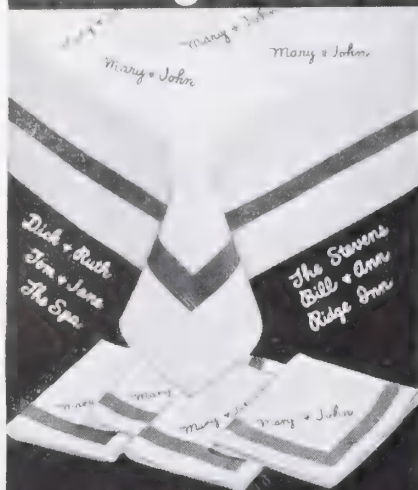
LOIS REICH, Quivira Lake H, Kansas City 3, Kansas

HANG 32 GARMENTS IN YOUR CAR—END PACKING TROUBLES ON TRIPS

This amazing Hang-All Auto Wardrobe Rack fits flush with the roof of your car above doors or windows. Does not obstruct rear view vision or touch doors or windows. Attaches in seconds to any make or model car—instantly detachable if desired. Handsome nickel-plated steel rack will support hundred pounds of clothing full length. Send check, money order, or postal note today. \$3.95 postpaid. Money back guarantee in 10 days unless completely satisfied. Order now!

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Exciting "PERSONALIZED" Ensemble



EASY TO ORDER
54x54-Inch Tablecloth \$5.98
 and 4 Napkins. SET
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 and 6 Napkins. SET
 Colors: RED or BLUE (State color)

TABLECLOTH MATCHING NAPKINS

Your Own... Or Any Names
**HAND SCREEN PRINTED
 IN RICH SCRIPT COLORS
 BY MASTER CRAFTSMEN**
SMASH GIFT VALUE!

Thrilling new idea! Beautiful Tablecloth ALL PERSONALIZED with your name or friend's names—in bright flowing script on soft, richly textured, gleaming white "Momie" Cloth—plus matching Napkins! Guaranteed washfast. For party-planning, bridal gifts, showers, cabins, etc. DO THIS: Print names (not exceeding 26 letters) clearly. Give size, quantity, color. Shipped anywhere! Direct to you—or any address you say! Allow 2 weeks for delivery—so ORDER NOW!

NO C. O. D. PLEASE—Send Payment with Order! We Pay Postage!

SOUTH CAROLINA MILLS
 Dept. 565, Spartanburg, So. Carolina



Antique Reproduction of Age-old CHAFING DISH

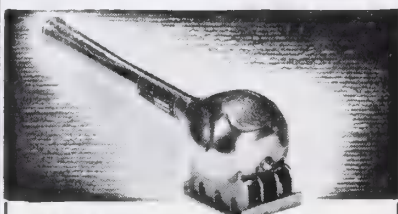
● Gloriously lovely in simplicity and gracefulness of true antique designing. Gleaming solid copper and brass; beautifully made and finished. Aluminum pan linings. Gives new verve to entertaining—whether friends, or family. Burns sterno in concealing receptacle. Simple flame control. Two-quart, 10 in. pan; 11 in. high. A rare value.

Guaranteed in every way
COMPLETE with DOUBLE BOILER \$12.95
Without Double Boiler, \$9.95

Check or m. o. (no c. o. d.'s); express collect
FREE Book of 85 Chafing Dish Recipes free with each chafing dish.

The GLASS & CHINA House

Where Gifts Originate
 6040 TROOST AVE.
 KANSAS CITY 4, MO.



NOW! AN AMAZING NEW MEAT TENDERIZER and HAND CUBER

Serve tender, delicious, juicy steaks all the time by using this handy, lightweight, made-to-last-forever aluminum and stainless steel machine. Length approx. 8½ inches. Its sturdy, easy-to-keep-clean knife-blades actually cut the meat fibres—makes tender all cuts of meat of all grades, even utility beef. These machines usually pay for themselves in a few days. Send \$4.95 check or money order and we deliver postpaid. 10-day money-back guarantee.

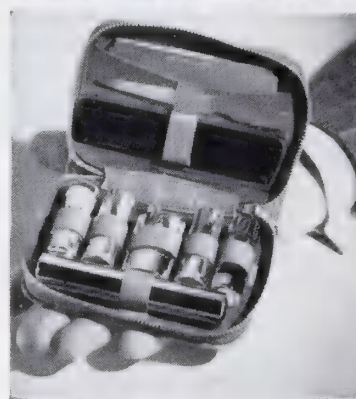
**ALUMINUM CASTING
 AND APPLIANCE CO., LIMITED**
 Dept. HB Bucyrus, Ohio



Window



COUNTRY COUSIN is the name White Stag gives the wonderful play clothes. Skirt has back zipper closing. 2 front pockets, \$5.95. This pairs with Su Bra with elastic halter and back fastening. \$2.50; Cover Top, short butcher type jacket. \$4.50; little boy shorts (not shown) \$3.50; Robin Hood hat. \$1.90. In gold or coffee cream. Sizes 12-20. Ppd. The Barn Shop. Cornwall Bridge, Connecticut.



IT FITS IN YOUR HAND
 A man's travel toilet kit has zipper opening, and is fitted with nylon shaving brush and soap stick (both extending lipstick style from holders), after-shave lotion, talc, Gillette razor and blades, toothbrush, dental cream comb, nail file and styptic matches. Fittings are gold-plated. \$12.75 incl. tax & post. Camalie & Buckley, 1141 Connecticut Ave., Washington 6, D. C.



CRACKLED GLASSES. Once you've tasted an Old-Fashioned sipped mint-sprigged iced tea, or downed a frosty beer in these your summer drinking habits will be set. They're hand-blown and come in assorted or one color set of amber, green, blue, amethyst or crystal. Set of 8 Old-Fashioned. \$5.95; 8 13-oz. tumblers \$6.95. ppd. Technical Glass Co. 2050 E. 48th St., Los Angeles 21



NEW ENGLAND SEWING ROCKER

This New England Sewing Rocker gives you New England sewing efficiency. Six thread dowels, a large colorful pin cushion (the seat and back of the rocker) a drawer for needles, pins, tape measure. On the back a scissors rack to safely hold your scissors. 9" x 8". \$2.95 ppd. COD plus postage. Send for catalogue.

GIFTS OF CHARACTER

366-C Madison Ave., N. Y. 17, N. Y.

Old silver restored for wedding gifts



Choice old silverware, properly restored makes a wedding gift of enduring beauty and sentiment. This can be done at reasonable cost by "Bromwell's" who have since 1873 specialized in replating and repairing the silver treasures of distinguished hostesses in the Nation's Capital.

Write particulars or send silver for an estimate. Your bank or credit agency is our reference.

SILVERSMITHS SINCE 1873
D. L. BROMWELL, Inc.
 708 12th St. N.W. Wash. 5, D.C.

It's no fun if YOUR FEET HURT

Banish foot fatigue in golfing, fishing, gardening, and at work.



enjoy
Wonder Walkers

Designed by doctors. "Road tested" by professional ball players. Wonder Walkers give scientific metatarsal, inner arch and heel support.

Molded to natural foot contours from Goodyear Airfoam rubber, easily cleaned, quickly changeable in your sport and work shoes.

DeLuxe \$3.95 pr. postpaid (leather covered) Regular \$2.95 pr. postpaid (simulated leather)

Give shoe size, man or woman
 Ohio residents add 3% sales tax.

FOR MORE THAN CUSHION COMFORT
Wonder Walker, Inc. 50 E. Broad Street
 Columbus 15, Ohio

20" LAZY SUSAN \$11.95

INCLUDES DISHES



A wonderful buy! To own or give! Six 8½" real china serving dishes with handles and deep 9" covered china casserole will stand oven heat. Choice of colors: Chartreuse with Forest Green or Chinese Yellow with Ebony. The 20" hand finished hardwood tray recessed to hold dishes, revolves on ball-bearings. State color combination. Prompt shipment. Check or M. O. No C.O.D.'s. Postpaid.

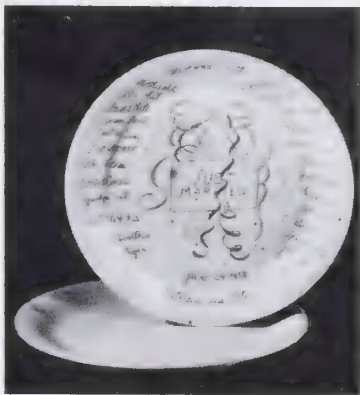
Dem

Dept. HB6, Box No. 689
 Canton, Ohio

Shopping



AUTOGRAPH PLATE. Here is one of the best ideas for special parties we've ever seen. A 15" snapé plate, in unglazed bisque, comes with a hand-decorated center to commemorate any occasion from christening to wedding. With the special crayon, guests autograph the border. The plate is then mailed to studio where it is glazed, fired, and returned. \$5.95 ppd. Red Barn Ridge Ceramics, Hughsonville, N. Y.



VALLEY BEST. Semi-porcelain dinnerware comes with cop-er-etched name of your boat. 1/2" dinner plates, \$8.40 1/2 doz.; cups and saucers, \$9.90 1/2 doz. With house flag and club burgee in color besides, prices are \$10.50 and \$12 per 1/2 doz. Open stock available. Blue and red or green and yellow edges. Minimum order \$25. Exp. coll. No c.o.d.'s. Arnon Kilns, 2310 E. 52nd St., Los Angeles, California.



THE LADY WITH THE GUN need stand no nonsense from her catchless escort. All she has to do is pull the trigger of her automatic pistol, and the breech flies open to give her a light. It's an amazingly faithful copy of the real thing, measures less than 3" long, and has a removable stand for table use. In chrome with black hand-grip, \$2.50 ppd. Swiss Match Distributors, Lock Drawer 2, Sandy Springs, Ga.



"Water-Fog" Your Plants!

No chance to injure young, tender plants with this brand new design in garden hose nozzles! Water is broken into fog-like spray. Will not wash away seed and fertilizer! Ideal for new plantings, lath and green houses. Efficient with high or low water pressure. Developed from wartime firefighting techniques—machined from solid brass. **Money back guarantee!** Send check or Money Order. Only \$1.95 Ppd.

(Calif. orders add 6c tax)

FOGG-IT SALES CO.

P. O. Box 383, Downey 10, Calif.
Dealer inquiries invited.



Fat little pottery poppy-seed and clover-leaf roll shakers. Highly glazed in tinted oven-brown colors. You can almost smell fresh bread from the oven.

Mixed rolls, 1" and 2" high, are \$1.25 a pair ppd. No C.O.D.'s Please.

**El Ranchito
POTTERY MFG. CO.**

Box 31

Dana Point, California



SPECIAL PRICES on this Cast Iron Furniture

Also in Cast Aluminum

Set #1 Grape Design

1 settee \$25.00
2 chairs at \$15.00 ea. 30.00
1 table 12.50

Total \$67.50

Our Special Price \$44.50

Set #2 Classic Design

1 settee \$20.00
2 chairs at \$13.00 26.00
1 table 10.00

Total \$56.00

Our Special Price \$49.95

Painted in Permanent white. Sturdy. Graceful. Made by expert iron craftsmen.

Immediate Delivery.

Send check or money order. Crated free. Pay freight or express when you get furniture.

AVONDALE FOUNDRY CO.

2500 27th Ave., N., Birmingham, Ala.



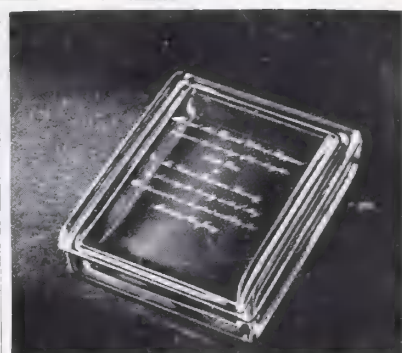
Keep Ice Cubes 4 Hours! THERMO TUMBLERS

Exciting new tumblers keep ice cubes four (4) hours without melting. (Prove it to yourself!) Two layers of Lucite with a vacuum between is what turns the trick. They won't sweat, need no coasters, won't moisten hands. Ideal for bridge. 10-oz. size, in festive shades of cobalt blue, red, green, amber. You'll want several sets at the new low price. No C.O.D.'s, please.

Set of 4 \$5.00 Each \$1.25
(One each shade) Now

Mail orders rushed postpaid

ARTISAN GALLERIES
FORT DODGE, IOWA



Invitation to Smoke

Send the next wedding invitation or announcement you receive to us and we'll etch it on a fine Fostoria glass cigarette box. The lucky couple will cherish forever such a lasting reminder of their wonderful wedding day. It measures 5 1/4" x 4" x 1 1/2". Gift-boxed and sent directly to the bride, if desired. Delivery in about ten days.

\$7.95 postage prepaid
No C.O.D.'s, please

Please address Dept. H-1

HOLIDAY HOUSE
8 Bellevue Theatre Bldg., Upper Montclair, N.J.

Monogrammed Chil-it Pitcher

For the June bride... for entertaining this summer... a handsome glass pitcher with chrome top. Pack the aluminum tube with ice—keep your drinks cold and undiluted. Choice of any 3 initials.

9.95

Including Postage

GEFF'S GIFTS

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WASHINGTON 15, D. C.

Write for Free Booklet
on Monogrammed Glassware,
Matches, etc.



BLACKAMOORS & TIGERS

The statuette Blackamoors and Tigers are hand decorated with 22 kt. gold. Highly glazed, semi-porcelain, they add a touch of Oriental splendor to every home decor. Blackamoors—about 10" tall; tigers about 4" tall.

Blackamoors \$4.00 each \$2.00
Tigers \$7.50 pair \$3.50

Pair of Blackamoors with single tiger, \$8.95

All shipments prepaid.

HOUSE OF GIFTS

"By The Blue Pacific"

630 Bienvenida Ave.
Pacific Palisades, Calif.



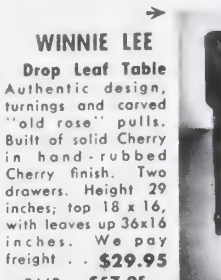
Quaint American Solid Cherry Furniture

We consider these three tables among the most outstanding from our Quaint American collection. You will find it decorative and convenient to use a pair. Send for our complete catalog.



MILTON LEE

3-drawer Commode. Hand-carved, "open" pulls are of authentic oak leaf and acorn motif. Built of solid Cherry in rich cherry finish. Dimensions: Height, 24; top 22 x 14 inches. We pay freight . . . **\$26.45**
PAIR . . . **\$51.90**



WINNIE LEE

Drop Leaf Table. Authentic design, turnings and carved "old rose" pulls. Built of solid Cherry in hand-rubbed Cherry finish. Two drawers. Height 29 inches; top 18 x 16, with leaves up 36 x 16 inches. We pay freight . . . **\$29.95**
PAIR . . . **\$57.95**



OLIVER LEE

Table, authentically styled from a quaint American candle table. Built of solid Cherry in rich hand-rubbed Cherry finish. Hand-carved drawer pull. Beehive finial shaped base with scroll legs. Dimensions: top 14 x 17; height 24 inches. We pay express **\$26.45**

OUR NEW CATALOG

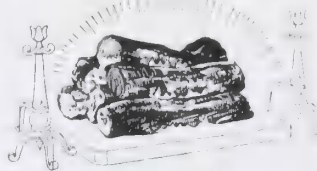
is more fascinating than a trip through old stagecoach inns and homesteads . . . shows our complete collection of "Quaint American" Solid Cherry furniture, milk glass, wall-paper, carpeting, lamps and accessories. Sent for 25 cents.

Send for
NEW 80-Page
Quaint
American
CATALOG

Carl Forstlund

122 FULTON
GRAND RAPIDS 2, MICHIGAN

Introducing



A truly amazing reproduction of burning oak logs, glowing and smouldering on your hearth or andirons at the touch of a switch. Hand made by craftsmen in the Belling Workshops at Enfield in the County of Middlesex, England, and personally guaranteed by

CR Belling

Manufacturer of electric appliances of distinction for 35 years.

Price \$25 (logs only) delivered to your home. Duty \$3.50 (approx.) payable on receipt. Payment by Check or Money Order. Dimensions: 22" x 12" x 9 1/2" high. 120 watts. Supplied for 110 120 volts unless otherwise requested.

DIRECT FROM
BELLING & CO. LTD., BRIDGE WORKS
ENFIELD • MIDDLESEX • ENGLAND



Any Bride Would Like These QUALITY STEAK KNIVES

With Keen and Lasting Cutting Edge. Here is a practical gift of enduring service. Fine steel, specially tempered and set sanitarily in handles of genuine bone stag. They fit the hand and add to the joy of dining. Come in sets of four, six or eight, in a polished wood case, plush lined.

SET OF FOUR \$10.35

SET OF SIX \$15.45

SET OF EIGHT \$20.45

Matching Forks, Boxed, Same Price. Prices Include Postage—No C.O.D.'s, please.

RENDEZVOUS GIFT SHOP
ASBURY PARK, N. J.

Window Shopping



WHAT A PRETTY PITCHER to send to a girl who is set to say "I do!" The graceful Georgian design is heavily silver plated on copper, and it holds full 60 ounces—almost quarts! We bet if you had guess the price, you'd be wrong as we were. It's just including tax and postage! found it at Abel's, Ritz Carl Hotel, 2727 Boardwalk, Atlantic City, New Jersey.



TAKE ENOUGH SHOES along on your holiday, and don't worry about the packing problem because with this plaid carryall you'll be suitably shod for everything from tennis to tea dancing. The case has pockets for 8 pairs of shoes, has a quick zipper closing, and measures 16" x 20". In smart blue-and-green plaid. \$15.54 including tax and postage. Hammacher Schlemmer, 145 E. 57th St., New York 22, N. Y.



CRAYON APRON. Any girl familiar with the artistic tendencies of a pigtailed Rembrandt will hail this apron as a stroke of genius. The rick-racked hem is divided into 10 neat pockets, each of which comes equipped with a crayon; while the two long end pockets will hold paint brushes, scissors, Scotch tape, etc. 2 to \$1.95 ppd. Louise Van Heusen, Warham St., Windsor, Conn.

(Continued on Page 45)

● The inspired wedding gift . . .

MARRIAGE PLATE of engraved Fostoria Crystal

A MARRIAGE PLATE, useful and beautiful, of clear crystal, engraved with names of bride and bridegroom, and date of wedding, encircled by a wreath of orange blossoms. 14" plate suitable for use with silver or china service.

10 day delivery, parcel post prepaid. Sorry, no C.O.D. **\$11.95**

THE HILL SHOP
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NEWARK



Perfect Gift for the Golfer Who "Has Everything"

PERSONALIZED HEAD COVERS

that protect and identify clubs . . . add a final smart touch to golf equipment. Each cover has name embossed in gold—assurance that lost covers will be returned. Ideal for birthdays, FATHER'S DAY and anniversaries . . . the styling and usefulness make them prized possessions. Genuine horsehide leather with built-in swivels to prevent them from twisting. Strong, durable leather tying thong included. Set of 3—\$6.45 postpaid. Set of 4—\$8.15 postpaid. (No C.O.D.'s, please.) Print name to be embossed.

THE MACO
311 Harrison St., Peoria, Ill.



The Loveliness of Cypress

Ideal for your porch, terrace and spreading lawn. This different outdoor furniture is made of beautiful Southern Cypress by old-fashioned hand craftsmanship. Sturdy joints doweled inset, fastened with split cypress bands. Each piece is treated with a preservative to stand all-weather conditions.

Order Little Tree Cypress for graceful, beautiful, and comfortable outdoor furniture.

3 pieces— settee and 2 chairs **\$24.90**
By express add \$4. By freight add \$2.

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6 pieces— includes above 2 groups and as pictured. Shipped prepaid, by freight **\$37.50**. By express **\$39.50**.

Immediate shipment. Send your check and say where to ship. Name nearest depot. For shipments West of Denver write for shipping costs.

Little Tree

BOX 123

Dept. HB-4, WINTER PARK, FLORIDA

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NEW 1950 EDITION
HUNDREDS OF CHANGES
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● Thousands of places where you can drive up and know you'll have a delicious meal—at the right price—prepared under conditions pleasing to America's famous epicure on wheels, Duncan Hines. Covers U. S. and Canada, the cities, towns, and highways of America.

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Double bed: Same as above with two pillow cases 16.95

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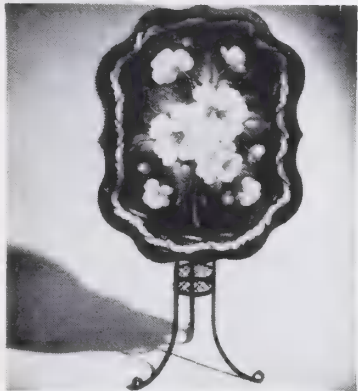
Window Shopping

CONTINUED FROM PAGE 42

CHILD'S EYE VIEW of the habits of Mr. Wren and his penny becomes a fascinating view with this windowpane bird. The heavy rubber bottom fits firmly to the outside of window, and in its center there is a peek hole through which an eye child may view the inside of the nest. 5" long, 4" in diameter. It's \$3.95 ppd. Bren Lin. 15 Fifth Ave., New York 17.



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It's easy to

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Look through

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popping in

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Capacity 2 quarts.

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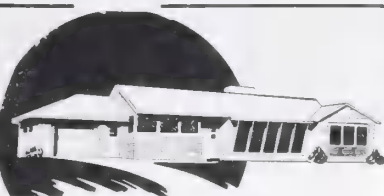
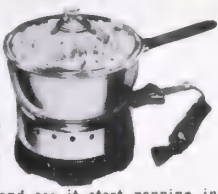
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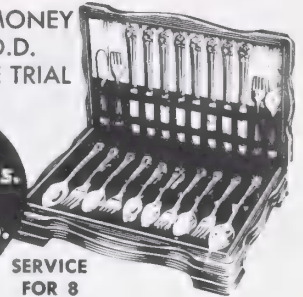


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Send Short Blade Knives
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A handsome hamper with hand painted decoration, pierced gallery and four woaden ball feet of long lasting metal, chip resistant, washable baked enamel finish. Equipped with white plastic bristle brush and drip plate, two convenient shelves for cleaners and hook for cloth Wine. Black, White, Yellow. Give 2nd choice. 21 3/4" high 6" diameter

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Converts Any Bed Spring into a Divan or Hollywood Style Bed

Attaches in 5 Minutes
Scientifically designed to support any weight on 4 legs. Dennix Bed Legs are extra strong... will not sag nor shake. Independent Laboratory tested and approved. Fully guaranteed.

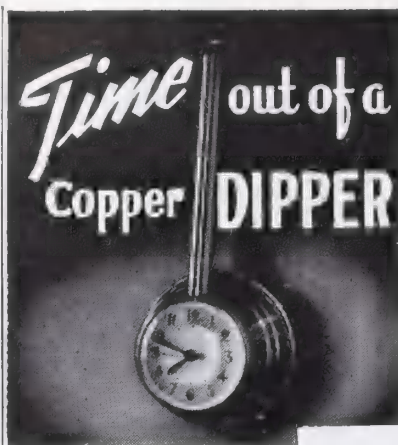
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All-steel legs, finished in aluminum, rubberized plastic tipped. Set of 4-8" high. **5.95**

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Patent #155,405

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SET OF 4 **2.49**
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Guests can relax in comfort when a cool drink is handy where breezes blow. Insert these gay, plastic coated metal holders anywhere on lawn. Won't chip, rust, slip or tilt! Set includes 1 each, 24-inch green, red, blue or yellow coasters. A practical, welcome gift, too!

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your sun-worshipping days are is this woven straw cap that's believably light in weight. Made in Mexico, it has an enormous vizor to shade you when you making set point, tending the duffing around nine holes. For your husband, too, it fits just about any head-size. \$2 postpaid. Fred Leighton, 15 East 8th Street New York 3, N. Y.

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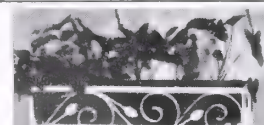
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Shopping



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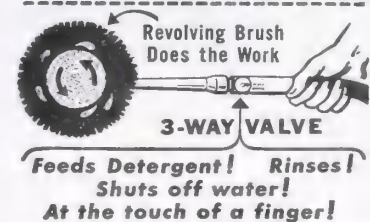


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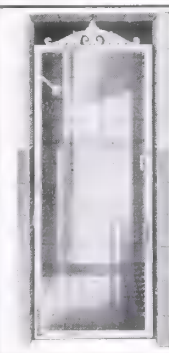
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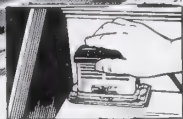
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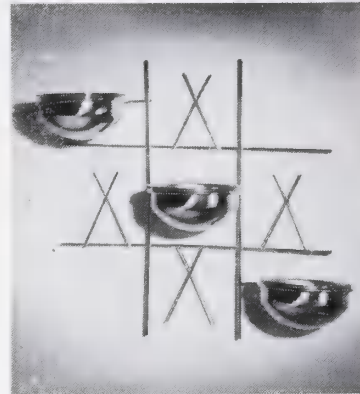
700 Third Ave., Dept. K-6
Brooklyn 32, N. Y.



Window

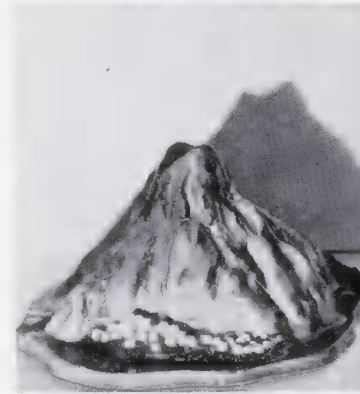


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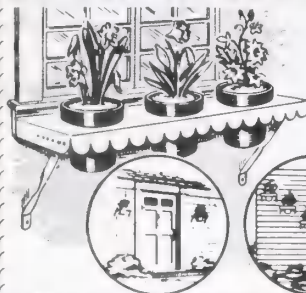
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Dress up bare spots with gay potted plants. Use "Window Florist" shelves for windows, doorways, bare walls, kitchen, porch, etc. Durable white enameled steel—easy to clean as your refrigerator—installed in a minute indoors or out. Easily joined to form units any length. Hold 6-in. pots (not included). Triple Shelf 30-in. long, \$4.50 Postpaid. Single Shelf 10-in. long, \$2.00 Postpaid. Order today or write for free folder. No C.O.D.'s.

WINDOW FLORIST, Dept. A-1

Box 333

Mission, Kansas



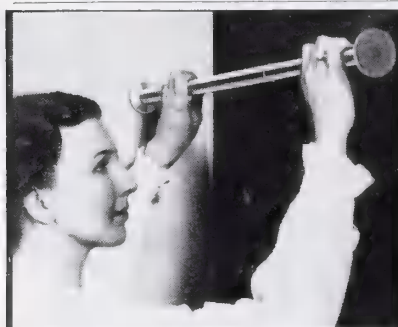
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One of the most beautiful designs for accessories that is now being offered is the dogwood—in sterling silver. For smart gift-giving, and for yourself! Beautifully reproduced! The 3-bloom barpin is \$1.20; earrings \$1.20 pair; necklace \$3.60. Not shown is a 1-bloom spray pin at \$1.20, and a 5-bloom bracelet at \$3.60. All have safety catches.

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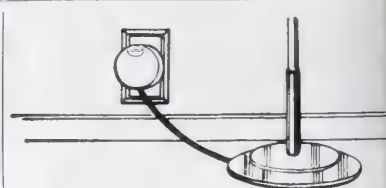
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Shopping



THE DEACON JONES is a bench that has been adapted from an old church pew, and it has the sunny serenity of an apple orchard, the firelit friendliness of a country living room. Get one for your porch or recreation room, a pair to flank your hearth. Handcrafted of hardwood, in colonial white or barn red. 43" long. \$23.45. \$45.85 the pair. Ppd. Carl Forslund, 122 Fulton, Grand Rapids, Mich.



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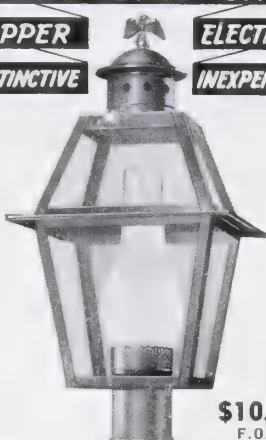
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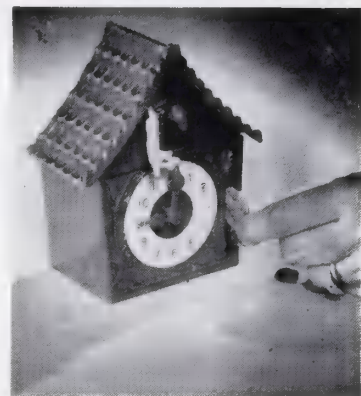


Window



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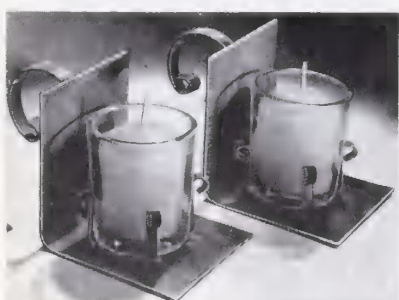
The newest version of the Houdini-like needle-threader is the handiest size of all, tucks away quietly in sewing box, purse, or suitcase, and does a completely automatic and superb job of getting obstreperous thread through the needle's eye. It's a cinch to operate, and even has its own compartment for needles. Just \$1 ppd. Fred Harvey, 80 E. Jackson Blvd., Chicago 4, Illinois.



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reflect light (like road signs)
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Lifetime aluminum—can't rust
Install in a minute

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A decorator-touch for jotting grocery memos, phone numbers, bar specials, and sitter's notes. Scroll cut and hand painted by skilled, professional artist. It's slatted in durable, washable finish—11" x 14" —Cord and chalk included.

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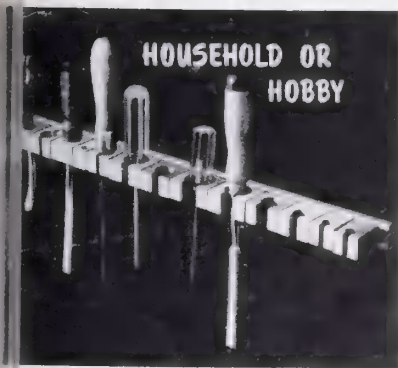
YOUR NAME IN VANE. A beautiful weather vane, made of heavy, cast bronze and polished, works on a ball-bearing mechanism that makes it instantly sensitive to wind changes. The wind-out feature, of course, is your name, spelled out on weather-resistant black aluminum in hand-cut letters. 29½" high. 30" wide. \$35 postpaid. Graham Monzes, Inc., 303 Wooster St., New Haven, Connecticut.



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(Continued on Page 55)

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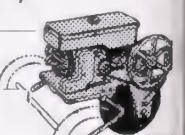
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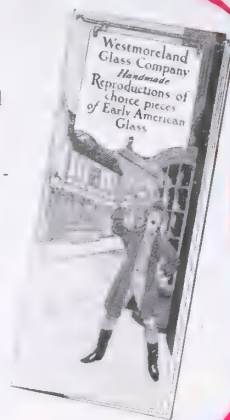
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 **A**TABLE SERVICE in milk glass dinnerware that will make any occasion a very special one . . . cheerful, intimate and delightfully informal.

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*Handmade Glassware
of Quality*

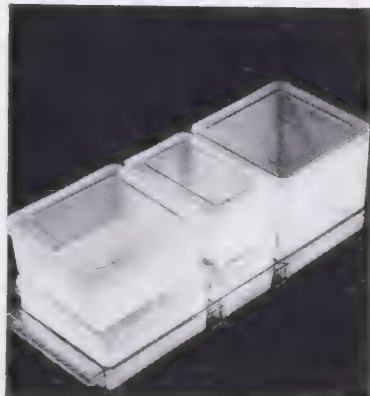
Window Shopping

CONTINUED FROM PAGE 52

POOL DAZE will no more sign in your sewing cabinet. If you arrange your thread in Tidee laid, an amazingly efficient organizer that has 14 spindles and a razor-sharp cutter at each thread opening that snips at the right length. 8" x 2½" x 2" deep. It's made of blue, red, or clear plastic. slips into your bureau drawer or suitcase. \$1.50 ppd. New England General Store, Main Street, Millis, Mass.



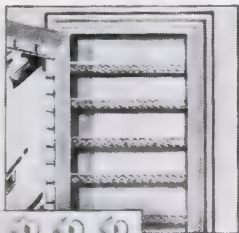
SAVING GRACE. If your refrigerator is a cluttered counter-part of Mr. McGee's famous closet, your conscience won't let you pass up the Space Saver. Made of plastic, five covered containers, one large, two medium, and two small, rest in a sectioned tray. Now leftovers stay air-tight fresh to await your culinary creativity. 14" x 5" x 5" high. \$2.95 ppd. Milford House, Box 328, Milford, Conn.



THE PRESSING PROBLEM When you're making spaghetti sauce, mixing French dressing, is keeping the garlic clove from acting like tiddlywinks and landing on the kitchen floor. If you put it in this metal Susi press, you'll extract the full flavor with no effort. get all its health-giving vitamins, too. A Swiss import, 1.95 ppd. Susi Press Co., 200 Mill St., Whitinsville, Mass.



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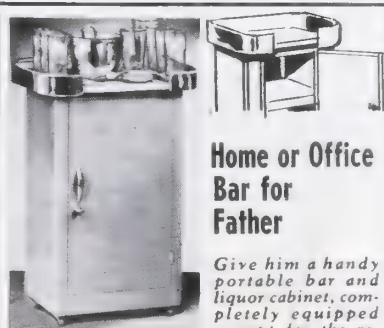
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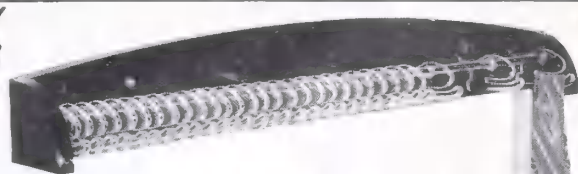
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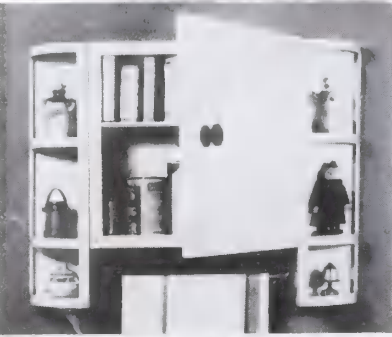
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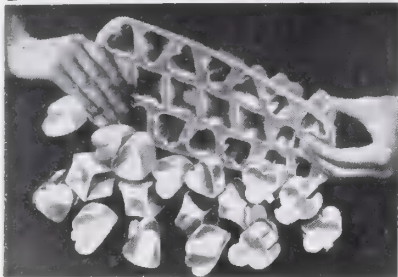
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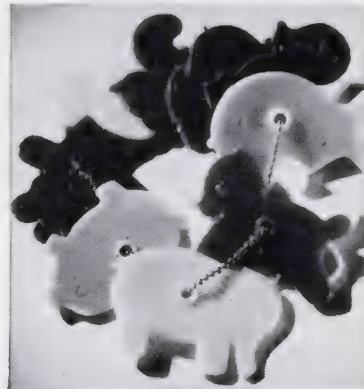
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Window



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Oil and vinegar for your famous tossed salad will come to the table in full dinner regalia if you get these cruets handmade pottery by Mary Hadley. Appropriately identified in deep blue the pair would be a fine gift to bring a host who fancies himself the salad-dressing expert of the county. **\$3.50** the pair, ppd. Mary Barlint, 175 Greenwich Avenue, Greenwich, Conn.



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When applied according to directions, Berlou is guaranteed to stop moth damage for **5 WHOLE YEARS** or Berlou makes good any loss. Odorless, colorless, non-inflammable. Use Berlou with confidence on rugs, furniture, blankets and all wools. Full directions and guarantee application blank on each container. One gallon will mothproof a davenport and one 9 x 12 rug; or 20 suits or dresses. One gallon \$9.00—Half-gallon \$4.75. Shipped prepaid. No C.O.D.'s please.

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kills insects—stops dog odor!

Use this revolutionary, chemically treated mat on regular bed of pet, or separately—rids cats or dogs of fleas, ticks, mites. Pleasant, clean odor counteracts animal smell. Kennel-tested by veterinarians. Order today—money back guarantee! Check or Money Order

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Shopping



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PHONE-DEX is an ingenious attachment for your telephone that makes it possible to keep numbers at your finger tips. Turn the knob, and the number you want is in front of you—visible while you dial. It has space for 138 listings, comes in black. Specify whether for rectangular, round, or oval base phone. \$2.50 ppd. Del Hagens of Westchester, 1936 Palmer Ave., Larchmont, N. Y.



HOME OF THE BRAVE will be your dining table where he is certain to be the center of attraction. You might sail Hiawatha and his canoe on a mirrored "lake" with a cargo of flowers. In green or brown glazed ceramic, 11" long, \$3.25. Teepee and Indian salt and pepper shakers, in yellow, red, green, or turquoise, \$2.25 the set. Ppd. Dee's Redwood Products, 2199 Folsom St., San Francisco, Calif.



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EASY way to launder dainty fabrics. Slip hand INTO "Handi-Rub." Rub sudsy garment against it. Made of durable, smooth-as-glass plastic. No rough edges; no snags.

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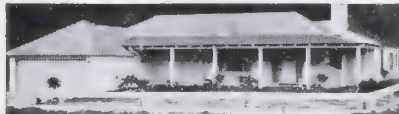


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Decorate Table as Fruit, Salad and Serving Bowls!

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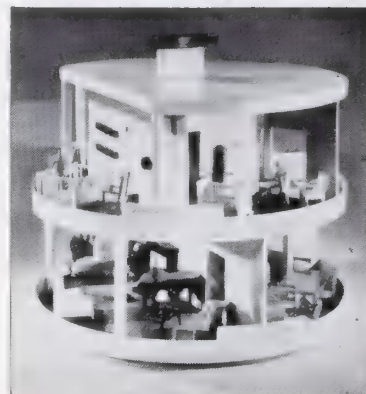


Window



BIBBIDI, BOBBIDI, BOO

the magic formula that turns pumpkins into royal coaches, rags into riches is familiar to the fairy-tale crowd. The Walt Disney version of "Cinderella" illustrated in brilliant colors has a pop-out coach inside the cover large type for primer-stage bookworms. 13½" x 9½", it's \$1.50 ppd. From Little Linda Shop Box 213, Highland Park, Illinois



ROUNDHOUSE. A brand new doll house revolves on its own turn table so as many as five children can play with it at one time. The six rooms and sun deck are completely furnished; there's a real stairway; all rooms are open and completely accessible; and the chimney is a convenient carrying handle. 63" in diameter, 19" high. \$19.98 ppd. No c.o.d.'s. The Children's Shop, West Hartford, Conn.



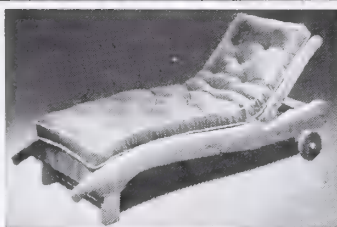
SHORE DINNERS will be fittingly served on the gayest plates that ever did justice to a Long Island scallop or a Maine lobster. Decorated with brilliant sea shells, a 16-piece service for four includes dinner plates, bread and butters, cups and saucers. Equally wonderful for Sunday turkey or terrace hamburgers, and just \$7.95 the set. Exp. coll. Studio Shop, 557 Boylston St., Boston

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Replace those faded, worn-out duck pads on your expensive, well-maintained summer furniture . . . Restore the original comfort of your outdoor pieces by ordering a new set of Sun-Fun pads . . . Standard 24x74 army duck pads are vat-dyed, water-repellent, mildew-proof and fit all chaise longues, gliders, swings or cots . . . Full 3-inch boxed cover filled with 16 pounds of cotton . . . Blue, green, yellow, rust or red. \$10.95 Postpaid

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No C.O.D.'s please . . . Write for catalogue illustrating patio and beach pads, office chair covers, pillows, swing canopies, etc.



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"THE SEWING BASKET"

You'll find mending a joy with this beautifully designed sewing basket. It's roomy inside—large enough to hold all the shirts, socks ■ sundries that could possibly need your attention. Handsomely decorative too—with the smart lines, fine finish that make it a tasteful addition to any room. Just perfect for floral arrangements—Removable legs make it ideal for carrying and storing.

Finished in either maple or walnut.

Height 21" Width 13"

\$8.95 postage paid—sorry no C.O.D.'s.

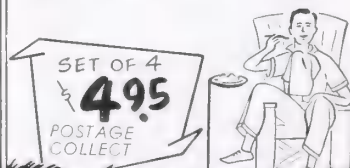
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Dept. 9, 545 Fifth Avenue, New York 17, N. Y.

Outdoor Butler



Here's the newest, most convenient way to serve at lawn parties, picnics and on camping trips. Colorful, divided plastic tray is held securely in metal ring on sturdy steel post. Just step on the anchor plate to set Outdoor Butler at comfortable eating height. Attractive red or blue trays. Aluminum-coated posts.



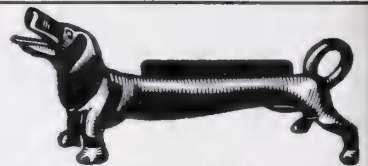
SET OF 4

4.95

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Orange, Iowa



There is an old legend (I just dug it up under my ancient hat) which says two gods once saw the same charmingly fat little pooch at the same time. One grabbed the front end, the other the rear, and such a tug-of-war there was. Poor little poochie was about resigned to becoming a split personality when along came a beautiful teen-age goddess in a bathing suit. Quite naturally poochie was momentarily forgotten but like all things the gods favor he profited by the ordeal and turned out to be a dachshund—the cutest thing almost on legs.

Now you can have this charming little critter for your own. And you don't have to buy him dog food for he lives on love, and your callers will supply that when they see his velvet black body and his bright red tongue. So durable your great-grandchildren will be wondering who to will him to. No need to fasten him down for he's a solid thirty pounds of cast iron and he'll move over gladly when you want to sweep. A real watch-dog—watching over the beauty of your lovely floors for who, young or old, can resist such a friendly invitation to scrape the dirt and gravel off.

\$10.75 shipped express collect or any way you specify.

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WEST MANSFIELD, OHIO

Shopping



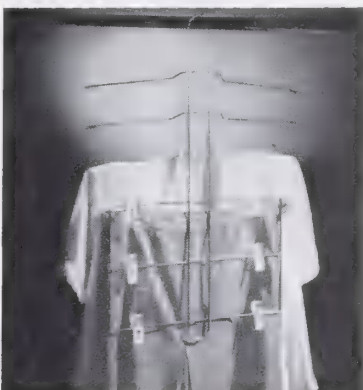
EGGS-ACTLY what you need to serve your morning three-minute eggs are these glass eggcups decorated with little chicks. If you fill them with hot water first, their sham bases will retain the heat, keep eggs piping while you wait a slow-poke shaver. They double, too, for Old Fashioneds and canapés. The set of four, with crystal toast plates, costs 1.95 ppd. The Red Door, 1707 Central St., Evanston, Ill.



LIKE A DIAMOND, and with even greater brilliance, the new Kenya Gem has been called the Cinderella discovery of the 20th century. Crystallized by science instead of nature, even qualified experts find it hard to tell the difference between it and a canary cape diamond. And yet it costs only about \$24 per carat. Rings set with Kenya Gems range from \$45 to \$129. Kenya Labs, 18 W. Belten Ave., Philadelphia, Pa.



BLOUSE AND SKIRT CADY. Your closet will breathe more freely if you lighten its load with this amazing hanger. Made of steel in a gleaming chrome finish, it holds 3 blouses and 3 skirts in the space of one dress, and the hanger-shaped rods are specially designed to keep collars free from wrinkles. Just \$1.95 postpaid from Block Co., 200 North Jefferson St., Chicago 6, Ill.



The Original French Monk PEPPER MILL



A decorative and useful table piece which adds that right amount of SPICE TO YOUR LIFE. Carved from hand rubbed mahogany standing 4 1/2" high, this rare mill is manufactured to the highest standards of precision.

An ideal BRIDAL GIFT
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Only \$6.50 postpaid

THE MILLERS
Room 608, 475 Fifth Avenue
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MUSICAL and ACTION PIECES—at New Low Prices!

The BRIDAL DOLL revolves while "Here Comes the Bride" is played—the children will have fun playing away on the HURDY GURDY.



The "BRIDE" DOLL

—in real satin and lace material, revolves while playing "Here Comes the Bride," 11 1/2" high x 7 1/2" diam. Swiss Musical Movement.

\$4.95 ppd.
Send for illustrated circular of other musical dolls.

HURDY GURDY

—plays two tunes, 28 Swiss movements, cranks either way, is a savings bank as well. Sturdy wood, 8 x 6 x 4" Pink, blue, green or yellow.

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SWISS MUSICAL GIFTS
12 Myrtle Ave. Brooklyn 21, N. Y.

Lovely heavy quality SILVERPLATE

\$7.95 each plus tax













PAY AS LITTLE AS
\$1.00 DOWN
50¢ per week

For the June bride or for your very own! Beautiful, heavy quality, matching silverplate on copper base. Lovely hand applied Gadroon borders. Satisfaction guaranteed. Order one or more pieces—all open stock.

- 1—TRAY (21 1/2 inches)
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- 3—TEA POT (7-cup capacity)
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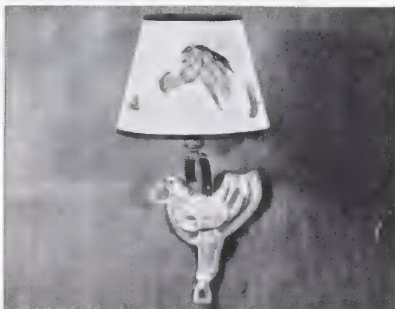
PEREL & LOWENSTEIN
144 South Main Street, Memphis, Tennessee

Please ship me the following pieces (check your selection(s)) @ \$7.95 each, plus federal tax (total \$9.54):

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Check ONE: () Payment in full enclosed (we pay postage)
() I enclose \$1.00 down on each piece ordered. I will pay () 50¢ per piece per week, or () \$2.00 per piece monthly (check preference).

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ADDRESS _____
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For Father or Son

Howdy Pardner! Right out of the old corral comes this Western Lamp for young Cowhands from six to sixty. The metal Saddle Base is softly burnished to resemble Western Silver. Shade has hand painted Pinto's head, Boots, and, of course, the true Sombrero. 15" high, from tip to stirrup, it makes a masculine lamp for Junior's Jungle or Dad's Den.

Postpaid, only.....\$4.95

Dad's Day Gift, per pair \$9.25

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\$10.00 express charges collect
Sorry — C.O.D.'s

Send 10c for booklet showing 28 practical reproductions by the Lennox Craftsmen.

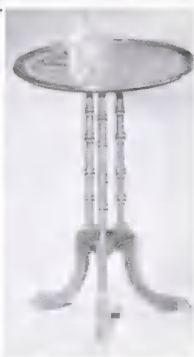
The Lennox Shop
The Unusual in Gifts
and Home Decorations
Hewlett, N.Y.



FOR THE BRIDE of Yesterday or Yesteryear

Quality and Beauty vie for dominance in these charming little Tables from Old Biloxi. 18th Century styling, done in SOLID Honduras Mahogany, hand rubbed to a dull rich finish, brass claw feet. Pie-crust or Leather top 15" x 15" round, 20" high. Leather is top grain, hand tooled, gold embossed. Sold only in pairs. P.C. top \$25.75 Pair, Leather top \$29.75 Pair delivered anywhere in U.S. Ideal for chairside, end, lamp, cigarette and all purpose table. Send order with M.O. or check to Desk N.

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I enclose check or M.O. for \$_____ W. of
Mississippi add 25¢, New Yorkers 2% sales tax.

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Save over \$100 worth of plating with
8 oz. ECONOMY SIZE. \$7 (\$1 saving);
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FREE with every \$7 bottle, one dozen
SILVA-CLOTHS (handy application
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Trade Mark. QUADRUPLE SILVA-
PLATE is the product tested and recom-
mended by two leading national maga-
zines (names on request). Avoid in-
ferior products making similar claims.



Window



WEDGWOOD LEAVES, to heap with red strawberries, slip under crystal sherbets, are the newest addition to that famed family of dinnerware. Wonderful for summer salads or desserts, they come in leaf green or Wedgwood white. Send a dozen to a June bride; they're sure to flatter her table. Green, \$25 doz.; white, \$15 doz. Exp. coll. Plummer, Ltd., 734 Fifth Ave., New York 19.



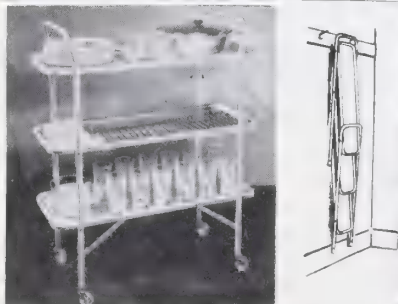
GIRL-GRADUATE DOLL.

Whether she's graduating from grammar school, high school, or college, she'll remember the day with special affection whenever she looks at her miniature under-study, scholastically garbed in cap and gown, carrying a "sheepskin," and bearing her own name and school in gold letters on her skirt. 7" high, \$2.50 ppd. No c.o.d.'s. Gift Shop, 142 Second St., Keyport, New Jersey.



CRYSTAL CHANDELIER—

\$35. We think this an unbelievable price for a three-tier crystal lighting fixture that's made from elegantly cut, imported prisms, wired for electricity, and banded in tooled natural bronze or silvery metal. With a 12" adjustable chain, model shown is 11" long, 8" wide, 10" x 13 1/2", 4 tiers, \$45. 12" x 16", 5 tiers, \$60. ppd. No c.o.d.'s. King's Antique Shop, Leaksville, N. C.



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It Folds! It's Featherweight!

Less work for mother! This handy utility table saves many steps. Indispensable for indoor and outdoor service. Sturdily built of non-stain aluminum. Three tiers 12" by 31", height 37".

Postpaid in U.S.A.

\$11.95

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TRIPLE YOUR TOWEL SPACE!

Every bathroom needs the extra towel space provided by this wonderfully efficient towel rack. Just hang it on your own rack—round or square—no screws or bolts. Brilliant Chromium plate over nickel on solid brass—no polishing. Adjustable 15" to 25" long. Will last a lifetime. Money-back guarantee.

Single bar extension, \$2.45 Ppd.

C.O.D. if desired; fees and postage added

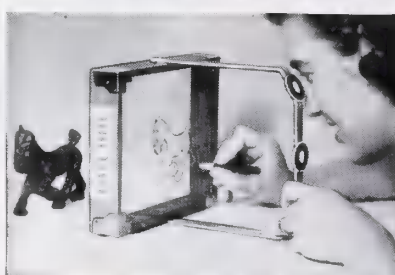
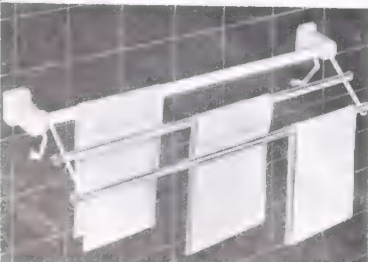
ALLEN METAL PRODUCTS CO.

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POST-PAID



ANYONE CAN DRAW ACCURATE PICTURES with LINE-O-SITE

Here's fun and thrills for everybody—young and old. And it's educational as well as providing a new, fascinating hobby.

It's so easy, too. Simply place an object in front of the LINE-O-SITE glass, look through the peep sight, and trace the outline on shatterproof glass. Then, place special tissue over outline and retrace if you wish to preserve or color the picture. LINE-O-SITE is well made—will last for years. Absolutely safe for children.

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Will support
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Wading Pools

40 in. \$5. 4 ft.

\$7. 5 1/2 ft. De-

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Many other ex-

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toys.

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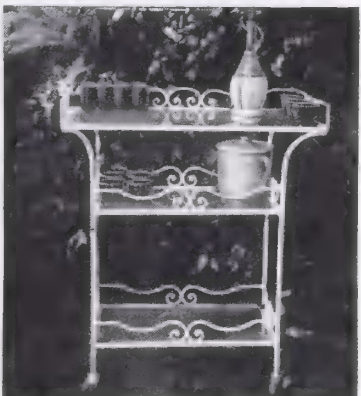
Shopping



SMALL RANCHERO, who rides herd on a three-wheeler, will look as authentically Western as that celebrated cowpoke Mr. Rogers in his combed-cotton cardigan. In gray with yellow trim, it's fine for a small Annie Oakley, too. Sizes 3, 4, 6, and 8, with first name in any color. \$2.95 ppd. Janss, 163-165 Market St., Perth Amboy, N. J.



PATIO BAR. The delicious ease of outdoor self-service is one of the plus features of summer living. And with this wrought-iron bar you'll have all the mixings of your favorite drinks right at hand. Hand-forged, it measures 38" high over-all, top shelf 32" x 16". In rustproof white or Pompeian green, \$75 exp. coll. Pompeian Studios, 169 Lexington Ave., New York 16.



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Just plug it in!

2-QUART ELECTRIC ICE CREAM FREEZER

Make delicious, rich, creamy, old-fashioned ice cream at home in 15 minutes. Freezes up to 2 quarts cream with contents of three ice cube trays from your refrigerator. Operates on AC current like any home appliance. Small, compact, only 14½ inches high. Built for lifetime trouble-free service. Money-back guaranteed.

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Right in your own backyard



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In colorful durable vinyl plastic, 40 inches in diameter, 10 inches deep, easy to inflate. Light weight (only 2 lbs.) it deflates into candy type box for carrying and storing. Perfect for beach, lawn. 3 separate inflatable rings with valves that tuck in. Bright 2 color combination. (Sorry, no C.O.D's.)

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Enclosed find check or money order for.....**PLASTIC-MAID PLAY POOLS.**

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"Courtship Rose" HOSTESS APRON

You'll wear this charming flowered apron proudly at your next party—you'll don it gaily for informal entertaining. Superbly styled by Anitta, exquisitely fashioned of Waverly Bonded Glosheen in the striking "Courtship Rose" pattern, it is hand made, abloom with lush, lovely roses against a pastel background, trimmed with shiny blue chintz. Has handy inner pocket. A delightful hostess or shower gift.

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Luxurious Terry Robes For Boys or Girls

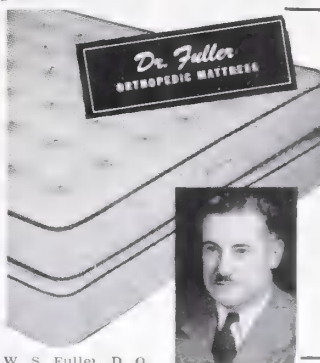
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Sizes 4, 6, \$5.95 plus 25¢ post.

Sizes 8, 12, 14, \$7.95 plus 25¢ post.

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This may be the
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Made according to Dr. W. S. Fuller's specifications for those who need a firm mattress to keep the spine in alignment and relieve pressure on delicate nerves. Gives correct support for healthful relaxation. Recommended to those subject to backaches. For best results use with coil-matched box spring. All sizes. Finest quality. Mattress, \$55; box spring \$45. F.O.B. factory. Write today for data.

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All Trim Protectors are Tarnish, Dust, Moisture and Moth Proof. Envelope types INTERCHANGEABLE for Silver, China or Linen.

16 Unit Set protects 168-pcs China or 32-pcs Silver Holloware **\$5.00**

12 Unit Set, all 15x19 inches **5.00**

Complete SILVER TEA SERVICE PROTECTOR, 32x19x14 inches **3.00**

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Trim Kit for 72-pc. Flat Silver Service **6.75**

Kit for 48-pc. **\$5.00**; Kit for 36-pc. **\$4.00**

Tray-Platter Protectors, 18x24", **\$2.00**; 24x30", **\$3.00**

Postpaid. No C.O.D. please. **TRIM COMPANY** 345 Gladstone Avenue, S.E., Grand Rapids, Michigan. Designed by Lucile G. Whittier





impressive SALAD SET for a June Bride
\$5.00

Silver on copper—the large, gleaming fork and spoon are beautifully designed! Comes in flannel case Postage 25c.

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TID-BIT TRAY



A charming and useful piece; quaint in its simplicity. The trays are high grade underglaze china. In solid colors of Burgundy, Chartreuse, Leaf Green or Mist. Or in patterns of Strawberry, Morning Glory, Cosmos, Poppy, Rose or Nasturtium. The stand is brass.

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Candy lovers—don't worry about dentures and gold fillings. ELIZABETH MCGERVEY'S SOFT CARAMELS won't stick to your teeth! They're made the old fashioned way—in small batches, with plenty of country fresh butter (you can taste it!) and lots of delicious nuts—or plain if you prefer. My unique cooking makes the difference. Please a friend with a gift and order a box for yourself. State choice: Plain or with nuts.

10 oz. box **\$1.00**
Full pound **\$1.50**
Please add No. C.O.D.'s please.

Elizabeth McGervey
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GENTLEMAN'S CHAIR

*Hand Carved
Solid Mahogany*



Lady's Chair to match, \$5 less

No finer furniture was ever made. Yet it's only \$134.50 in your choice of covering: rich antique velvets, red, Killarney green, rose, gold or blue; or lovely tapestries. Swatches of fabrics furnished. Six dollars less than above price if you send fabric; 3 yds. required. No COD's, please. We pay the shipping charges.

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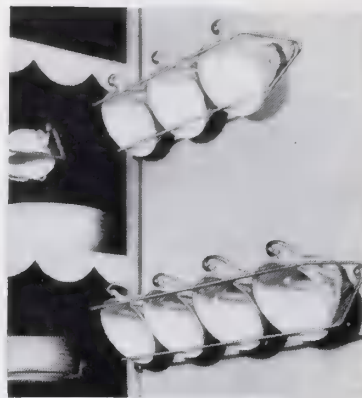
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These plastic ice cubes with realistic bugs inside look enough like the real thing to fool your most sober companions. Drop one into a drink along with real ice cubes and your too freely imbibing friends will find their hair standing on end. Can be "served over and over again."

\$1 each, 4 for \$3
Sent Postage Prepaid

J. J. ANTHONY
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Window Shopping



GIDDY CUPS are no longer allowed to swing tipsily around on their delicate handles. With aluminum Cupshelf they are held in stationary safety on your cupboard door. It comes in two lengths: 12 1/8" holds 3 cups, 15 1/8" holds 4 cups. Or turn them over and they'll hold shoes on your closet door! 50¢ each 3 for \$1.25, ppd. Vinkemulde Mfg. Co., 1039 Walsh St. S. E. Grand Rapids 7, Mich.



LOVE SET. A bride will forget the earlier crisis of her burned biscuits when she and her new husband sit across a candle-lit table and have their after-dinner coffee served from this French set. Silver-plated on copper, the pot holds 2 regular cups, and the wood handles are both decorative and practical. \$11.94 incl. tax. Add 25¢ post. Rendezvous Gift Shop, Asbury Park, N. J.



BUCK UP HIS WALL. Every young cowpuncher ought to have the western atmosphere in his own bunkhouse! So here's how-legged Bronco Bill who throws such a powerful lariat, he jumps plumb out of the saddle. His roped prize is a mighty steer that measures 7 1/2" wide; Bronco Bill is 11 1/2" long, his horse, 15" \$1.95 for the three pieces, ppd. Peter Piper, 493 South Washington Ave., Bergenfield, N. J.

(Continued on page 65)



Kitchen Saw

Cuts frozen foods, hard-frozen ice cream, bones—or 'most anything else you can think of! The edge is so tough it will even cut through wood and metal. And it's wonderful for slicing crusty French bread, etc. 15" long; clear-finished hardwood handle. Bright, rust-proofed blade has hole for easy hanging.

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Platform rocker in long-wearing, soft-to-the touch, Congo Green Boltaflex.



Dinette, Cloud Blue and Gray on White Pearlized Boltaflex. New Boltaflex Pearlized pattern matches chairs to table top.

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I HAVE always thought I was a pretty smart "cookie" at guessing prices and values — but I sure guessed wrong on furniture covered with Boltaflex. Honestly, it would fool even an expert!

First of all, take a good look at the colors. They're breathtaking! — true decorator colors — and that's always meant "expensive" in my book.

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But it isn't! — and the reason is that Boltaflex, the wonder, all-plastic covering material, costs about one-third of what it looks and permits the manufacturer of

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But Boltaflex-covered furniture doesn't stop at being pretty to look at because Boltaflex has the kind of beauty that can take it. It won't peel, chip or dry out. It resists staining, scuffing and fading. Just a dash of warm water and soap keeps it spandy clean.

Look in your local papers for furniture advertisements featuring Boltaflex-covered furniture. Look for the Boltaflex tag when you get inside the store. It's the newest and surest way to get the latest in furniture design for every room in your house and outdoors, too, at good old-fashioned prices.



Popular Lawson sofa in Sandalwood Beige Boltaflex.



Boltaflex is available in SEALTUFT, the stitchless, quilted plastic. Boltaflex also sells by the yard at all leading department stores. If you want to be your own decorator, just write Dept. H-56 for samples and complete information. THE BOLTA COMPANY, LAWRENCE, MASS.

Boltaflex* means Covered with Beauty

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when Guests are in the Home

Furniture Designed by Edmond J. Spence



The complete versatility of Fashion Trend is reflected in this widely popular grouping in Korina, the luxurious ivory-toned wood from the Belgian Congo. This suite is also available in American Walnut.

you'll be proud of your

Fashion Trend®

BY JOHNSON-CARPER

You get the *full* enjoyment from the things you own when you know they're admired by others. That's *Pride of Possession* — universal and human as a heartthrob! Your friends, whether they've dropped in for a minute or come for a weekend, will admire Fashion Trend's well-mannered design and charming new color tones. Their admiration is their endorsement of *you* — as a person of good taste. Fashion Trend is functionally designed for complete versatility . . . for new and refreshing room arrangements whenever you want them. See Fashion Trend.

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This Fashion Trend, a two-tone combination of Korina and Silver Grey Walnut, brings quiet new color, new life, new interest to your home.



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Fashion Trend is designed for people with limited budgets — but unlimited good taste. It's priced so you can afford it. See it at your dealer's, soon.



JOHNSON-CARPER FURNITURE COMPANY, INC. ROANOKE, VIRGINIA

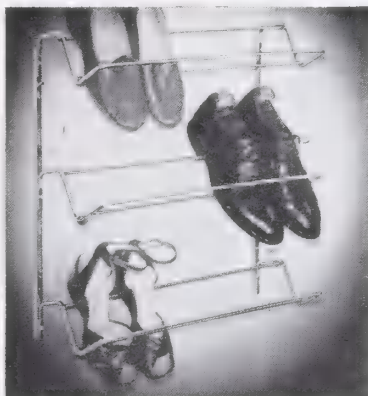
Window Shopping

CONTINUED FROM PAGE 62

SMER AND SMOKE from these etched-crystal hurricane candlesticks will rise from your table in shapeless puffs. Their flickering lights throw a shimmering glow on a fair lady. Their marble bases make them tip-tilt, should a quick cool breeze invade the togetherness of two in love. 12½" high. \$9.95 each. \$5.00 pr. Ppd. No c.o.d.'s. From Mymac Company, 660 Locust St. Mt. Vernon, N. Y.



BLACK 'EM UP. A shoe valet that screws to the back of your door holds nine pairs on three chrome-finished tiers. It shows off your footwear wardrobe at a glance, has non-slipping toe guards. Order them for the Mr. and Mrs. closets in your own bedroom, start the sprouts off on an anti-McGee campaign. 20" x 12" x 8" deep. \$2.95 each. Postpaid from NuNovelty Co., 317 W. 45th St., New York 19, N. Y.



GOOD AS NEW. Your old, standard-size, wooden Officer chairs will take their proud place on the porch if you get them covered with heavy duck covers. Seat size about 16" x 28"; back 7" x 21". In blue, green, yellow, rust, or turquoise, material has a 1½" fringe. Vat-dyed, water-repellent, and mildew-proof. \$1.85 each. Sun-Fun Shops, P. O. Box 17, Florence Station, Los Angeles 1, Calif.



Picnic Aid makes picnics more fun! You cook, carry, reheat, and serve in its five nested aluminum pans. Has top-to-bottom lock and convenient carrying handle. Protects food against weather and insects. Detachable handle converts bottom pan into fryer to use over campfire. All five pans can be used at home for top of range or oven cooking. Can be ordered for \$5.95 postpaid, from well-known utensil manufacturer,

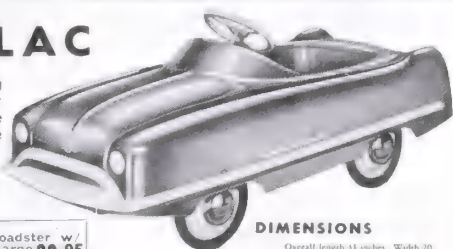


the Buckeye Aluminum Co.
772 Spruce Street, Wooster, Ohio

1950 KIDILLAC

A streamlined pedal car that will bring joy to any child from two to six. Low for easy propulsion. Heavy gauge one piece steel body with no seams or joints to come apart. Finished in glossy maroon enamel and white trim. Rubber pedals adjustable to size. Guaranteed.

18.50



DIMENSIONS

Overall length 14 inches 25/32 in. 20 inches. Wheels 8" dia. w/7/8" axles.

Other Models—
Kidillac Fire Engine Blue Kidillac roadster w/chain drive and large 23.95
bell and chain 18.55 13/4" tires

SEND MONEY ORDER OR CHECK. NO C.O.D. F.O.B. MILWAUKEE

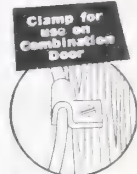
THE ERDMANS P. O. BOX 252 HARTLAND, WIS.



**Distinctive New ADJUSTABLE
National Guard GRILLE
to protect and beautify
Your SCREEN DOOR!**

Easily Installed on Combination Screen-and-Storm Door or Regular Screen Door

Smartly designed to bring out the beauty of your entranceway, this lovely grille also provides reinforcement and protection that add years to the life of your door. The graceful scrollwork, skillfully hand-formed of lasting steel, is an appropriate background for the wild duck figurine beautifully modeled in cast aluminum.



FOR COMBINATION SCREEN-AND-STORM DOOR

Order Grille C-81 and specify for Combination Door. Complete with specially-devised clamps for quick installation. Easily adjustable to fit any ordinary size Combination Screen-and-Storm Door. Finished in White Enamel.

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Order Grille S-81 and specify for Regular Screen. Pre-drilled and complete with nickel-plated screws for quick installation. Easily adjustable to fit any usual size screen door. Finished in White Enamel.

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757 Madison Ave. Memphis, Tenn.

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GRILLE
ONLY
\$21.50
FREIGHT
PREPAID
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leading jewellers

See our large collection of English Bone China dinnerware patterns... Birks own Sterling Silver tableware in more than 20 patterns... at advantageous prices. Your U.S. currency is worth 10% more in Canada.

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Collector's Pine

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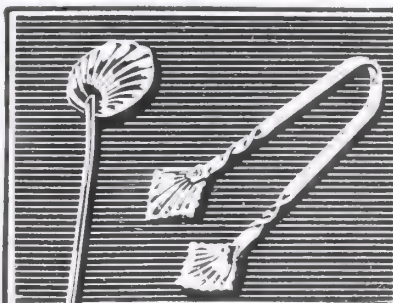
The Wilburn Table in beautiful hand-rubbed pine. Handiest in the house. Height 18", Top 15" x 15".

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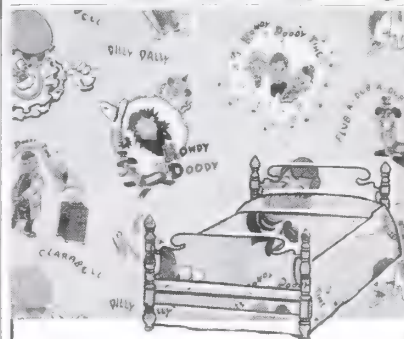
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Set of 4 Sippers, special \$3.85

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We Pay Postage Satisfaction Guaranteed

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"Howdy Doody" Bedspread

It's new! Novel! Wonderful "Howdy Doody" bedspread with all the fun figures of your children's favorite television show! Wait till they see Howdy Doody, Flub-A-Dub, Clarabell, Dilly Dally in bright red, blue, and gold on natural background. WASHABLE cotton pebble cloth. Single or youth bed sizes... \$8.98 Pinch pleated 90" drapes to match... \$7.98

Gilchrist's

Boston 2, Mass.

Please send "Howdy Doody" bedspreads at \$8.98 each. Size
Drapes to match at \$7.98.

Name.....

Address.....

☐ Check ☐ Money Order. Sorry, no C.O.D.'s.
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Broils Meats...Bakes Griddle Cakes!

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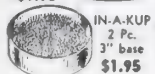
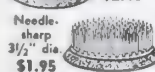
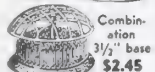
Collapses to handy carrying case size. Open, it's a sturdy, all-metal grill for picnics, camping, fishing trips! Ash pan under grate can also be used on top of grill as griddle. Cooking surface at convenient height.

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DULUTH, MINN.



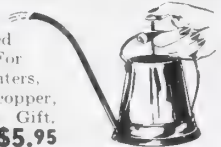
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Clever floral displays—yours without limit with the right flower holders—Dazey! Reliable weight and balance, plus designing that holds every stalk and stem firmly in place. 35 years exclusive specialization—24 styles and sizes for every need. Finest quality made. We ship postage paid. Order today. Win prizes tomorrow! Dazey Mfg. Co., 2218 Stoner Ave., Los Angeles 25, California.

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Press the knob and out spouts a controlled stream of water. For hard-to-reach planters, etc. Solid antiqued copper, holds 1 qt. Ideal Gift. Postpaid..... \$5.95



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Gardening is a Real Joy with the

KNEE GUARDNER

Only
\$7.50
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- No Sore, bruised Knees!
- No soiled clothes!
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Knee Guardner is a combination carrying box for garden tools and a rubber padded kneeling bench to protect your knees. Compact, sturdy light weight for easy carrying. Such a comfort and convenience for all your gardening chores you'll wonder how you ever did without it. A brand new Max Schling Exclusive.



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Write for interesting FREE CATALOGUE of other time and labor-savers for the garden.

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Window



NEITHER DRIP NO DROOP destroys the distinctness of aluminum Perma-Lite Candle Barrels, filled with lighter fuel feed the long wicks, and your table has the romance of candle light without any hot-weather slump. In anodized red, yellow, green, blue, gold, silver, ebony or white with golden tips, 1 1/2" high. \$2.95 pr. ppd. Susan Smith P. O. Box 3531, Merchandise Mart Station, Chicago 54, Ill.

A WHITTLING YODELE of the Tyrol fashioned this pipe with his fine Italian hand. The blithe spirit who supports the lamppost, loses his head to become a bottle opener, while the street light becomes a corkscrew. The whimsical signor breaks open the wine cask to offer a cigarette. Lamppost, \$5.50, cigarette box \$5.25. ppd. George Roberts, Box 1589, Wilmington, Delaware.



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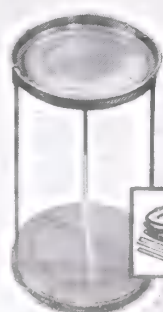


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Patent Pending
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Has so many uses! Easy to move, small to store... can be assembled or taken apart in 1/2 minute. Rust-resistant metal legs. Self-leveling. 12 1/2" diameter x 20" high.

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See Tra-Table at your favorite store or send check or M.O. directly to

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"OLD SWIMMING HOLE"
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Relief from the sun's heat without the long tiring trip to pool or beach! The kids will love the great times they'll have at the "Old Swimming Hole"—and you'll be secure in knowing they're safe at home within your sight.

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Send cash, check or m.o. Pay express on arrival. No C.O.D.'s please. F.O.B. Toledo, O.

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Shopping



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is made of one piece of cast
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blades and base of stainless
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ected on all sides by a fas-
ting playing or feeding sur-
e. His throne is in the center
as he sits, lord of all he sur-
e, neither he nor his busy
her needs worry about a tum-
g act. Masonite top comes in
e or yellow. Gray enameled
l frame is 30" square, 27 1/2"
l. \$10.95 exp. coll. Beaumont
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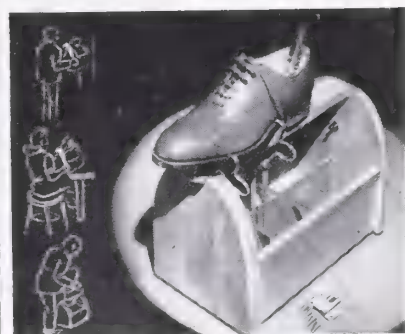
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FOR
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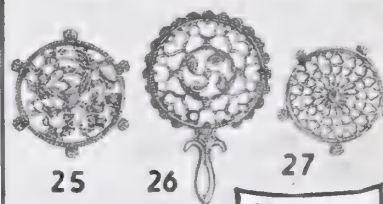
Dia: 55"—Capacity: 55 Gal. . . . \$9.95
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\$2.75 EACH
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Letters or numerals made of weather-proof WHITE or GREEN moulded plastic are 3" high. They are mounted on a stained and varnished rustic wood panel.



Complete with metal stake for lawn and up to 5 letters on sign \$3.75

Additional Letters, each . \$.75

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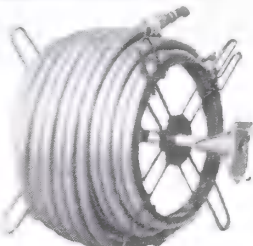
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size: 12" wide x 12" long x 12" high
actually shown with 100' garden hose.
hose not included in price.

\$3.95
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Amazing! New! GARDEN HOSE REEL*

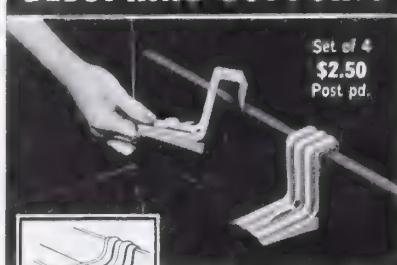
Now, even your child can wind and unwind your garden hose. This new, sturdy, compact hose reel spins on a bracket which attaches to the side of your house or garage. Winds 100 feet of garden hose in a jiffy. Reel removes easily from bracket for inside storage. Send your check or money order today to:

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Banish forever those unsafe, dust-collecting bed slats. These patented Bedspring Supports will never let your bed collapse; won't collect dust. They lock springs securely, prevent spreading of rails. No. 4 fits any standard wood bed rail up to 1" thick. No. 3 fits iron rails. Made of heavy steel; felt lined to protect rail. Fully guaranteed. No COD's. State finish of bed and whether coil or box springs used.

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Atlanta, Georgia**JUST IRON IT ON****PRESTO! NAME TAPE****NO SEWING • SAVES TIME**

A warm iron quickly and easily makes this **personalized name tape** part of the garment or linens so that it cannot come off. **LABORATORY TESTED.** Resists laundering and dry cleaning.

100 for \$1.50
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300 for \$3.00
for each person's name

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Print Name Clearly

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Shirley Collier

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34" Settee \$22.00 Chair To Match \$12.65

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Check with order. No C. O. D. Post Freight or express charges upon delivery.

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End Garbage Pail Nuisance**Keeps Flies Away . . .****Kills Odors**

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Send \$1.10 for a year's supply (4 cakes). Yes, it's non-murderous to pets or children. Postpaid. Guaranteed from the "anti-fly" campaign.

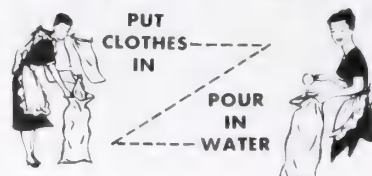
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Process Patent Pending

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- Pointed steel rod for insertion in ground. Spring steel hose clips.
- Colors—Red-blue-yellow-green-white.
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Shopping



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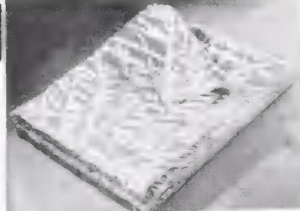
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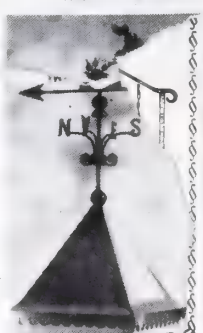
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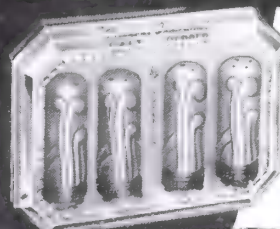
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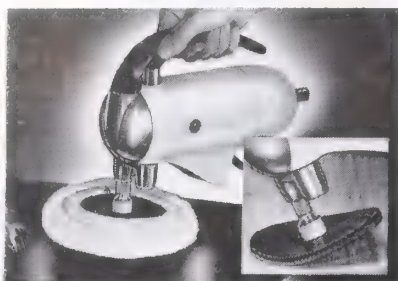


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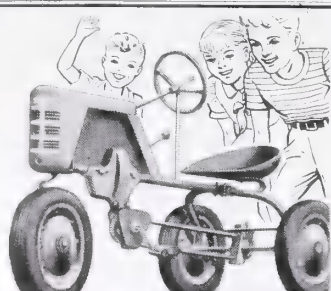
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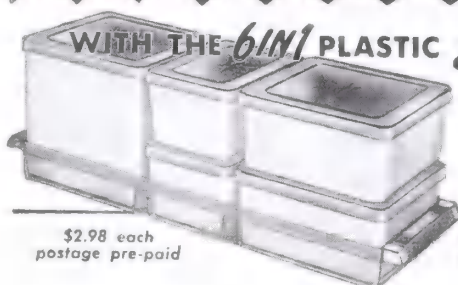
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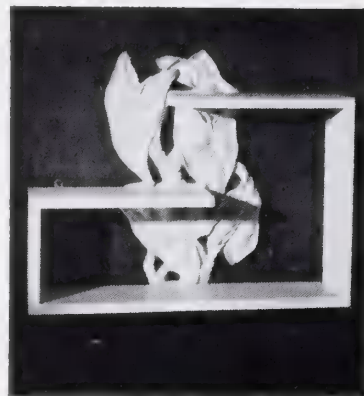
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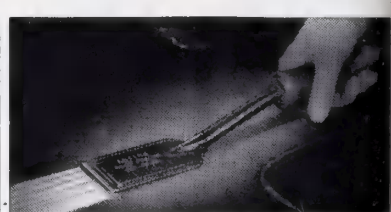
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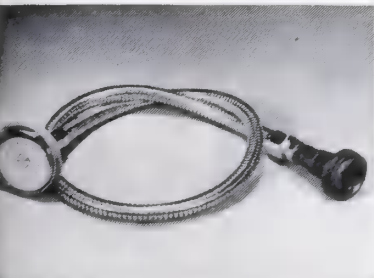
Shopping



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Authorized Roy Rogers Horse for your cowhand. Tough Vinylite fully inflated. Kids ride him, bounce on him, wrestle with him, float on him. A horse that really buckles! Send for Free Summer Catalog. H Sent C.O.D. Customer Pays Postage and C.O.D. Charges. **DAVID RODES CO., Dept. B-6** 225 West 34 St. New York 1, N. Y.

Now OWN A COMPLETE SET OF THE WORLD'S FINEST Silverware IMMEDIATELY!

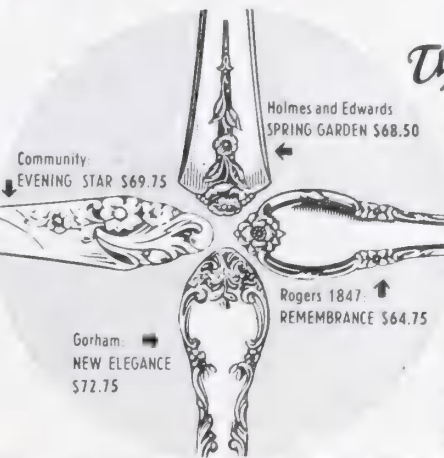
PAY \$5.00 AFTER YOU RECEIVE THE SET
THE BALANCE IN 12 MONTHLY PAYMENTS
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You've always wanted luxurious silverware for your home. Now you can own a complete set of beautiful silverplate at once, this wonderfully easy way. You pay no more than the nationally advertised prices. Choose any of 16 distinguished patterns by these world-famous silversmiths: Holmes and Edwards, Rogers 1847, Community, Gorham. Receive a complete 52-piece service for 8 immediately... plus a handsome tarnish-free chest. Own and enjoy your silverware now... pay for it gradually. Just indicate which pattern you want on coupon below. Use our convenient payment plan today to make your home lovelier for life.

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Rogers 1847: Remembrance, Eternally Yours, Adoration, First Love. \$64.75
Community: Evening Star, Morning Star, Coronation, Milady. \$69.75
Gorham: New Elegance, Cavalier, Lady Caroline, Invitation. \$72.75



The Giftorium

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NEW YORK 13, N. Y.

Please send me the complete 52-piece set of _____ pattern with free chest.
I will pay \$5.00 after I receive the set. Balance in 12 monthly payments.

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FREE PLANS AND IDEAS FOR YOUR BARBECUE

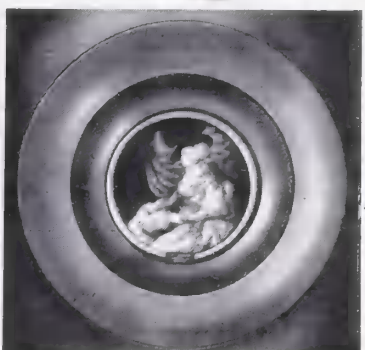
Enjoy the mouth-watering delight of savory charcoal broiled meats and true Western style living with your own barbecue this year! First, find out about the beautiful 1950 models of the famous BURR and SOUTHERN barbecues, electric spits and other accessories... most popular in all the West.

Literature illustrates both Stationary and Portable Units with many unique features, such as adjustable fire box or grill for proper heat control, which have made expert chefs from thousands of enthusiastic BURR and SOUTHERN barbecue owners.

GET YOUR FREE PLANS AND IDEAS NOW!

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373 South Fair Oaks Avenue • Pasadena 1, California



MAGNIFICENT BRASS PLAQUES

with Reproductions of Famous Paintings

You'll be justly proud of these impressive plaques. Imported from England, they are painstakingly crafted of solid brass and finished in iridescent bronze. Adorned with beautifully colored reproductions of 18th century English masterpieces—these superb plaques will add charm and elegance to your home—make fabulous gifts!

- CHOICE OF 6 PAINTINGS**
"Simplicity" by Reynolds
"The Red Boy" by Lawrence
"Scott Moncrieffe" by Ravlum
"Mrs. Siddons" by Gainsborough
"Nature" by Lawrence
"The Blue Boy" by Gainsborough

16" across \$14.98 each, postpaid
No C. O. D.'s please

Capitol Decorators
131 East Fordham Road New York 38, N. Y.

DESTROY UNWANTED HAIR FOREVER

TEMPORARY RELIEF IS NOT ENOUGH



Only by KILLING THE HAIR ROOT can you be sure unwanted hair is gone FOREVER. Brings relief and social happiness. Do not use our method until you have read our instruction book carefully and learned to use the MAHLER METHOD safely and efficiently. Used successfully for over 50 years. Marvel \$28.50, Deluxe \$49.95. POSTPAID.

SEND 6¢ COINS OR STAMPS FOR BOOKLET

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a shower of complements



Our most outstanding value in years... color co-ordinated bath ensemble with a Moseley-designed massive monogram dramatically applied in washable taffeta. Towel colors: Grey, peach, blue, lilac, white, light green, chartreuse, gold, turquoise, rosedust, Flamingo, hunter green, dubonnet.

6 Piece Bath Set..... 16.50

Consists of two 24 x 46 super-absorbent Turkish bath towels, two 16 x 28 hand towels, two wash cloths.

Matching Bath Mat.....each 7.50
Taffeta Shower Curtain...each 13.50
Linen Huck Towels (14x22)...6 for 16.50

COMPLETE WITH MONOGRAM

Ruffled Window Curtains (plain) pr. 5.00

Monogram and shower curtain colors: white, rosedust, lacquer red, turquoise, peach, yellow, wine, grey, Flamingo, avocado, hunter green, lime, clover pink, French blue, royal, black, brown, Bing Cherry.

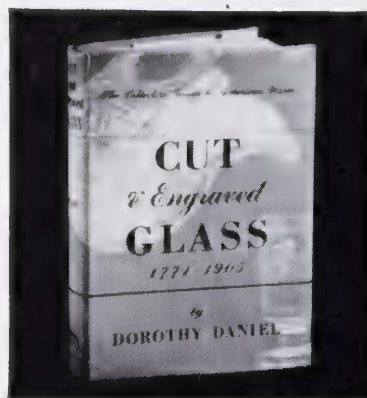
When ordering by mail, state color of towel and monogram; underline principal initial of monogram. A 50% deposit must accompany all C.O.D.'s.

Moseley's
DETROIT • MIAMI BEACH • PALM BEACH

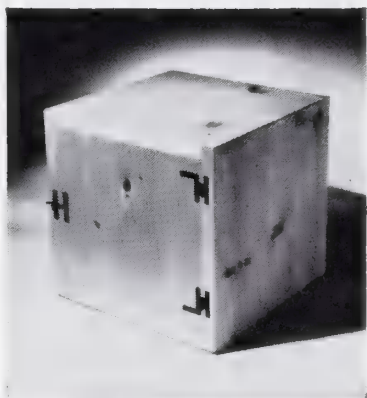
MAIL ORDERS TO MOSELEY'S, FISHER BUILDING, DETROIT 2, MICH.



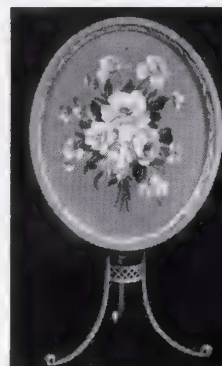
Window



"CUT AND ENGRAVED GLASS." by Dorothy Daniel, is the first book of its kind on this absorbing subject, and is truly the collector's guide to American glass from 1771 to 1905. Send it to your favorite hostess who is famous for her collection of beautiful glass, and she'll be enormously flattered by your thoughtfulness. \$5.95 postpaid. M. Barrows and Co., Inc., 114 E. 32nd Street, New York 16.



STORA-TABLE is a fine piece of furniture with an exciting inside story. The 22" square top is alcohol-resistant, and the roomy interior is a grand storage cabinet for 25 record albums, blankets, etc. In clear-finished, natural knotty pine with black H & L hinges; or natural birch or black lacquer with brass pull, it moves on concealed casters. \$34.50 exp. coll. Design Exclusives, RFD #1 Sandy Hook, Conn.



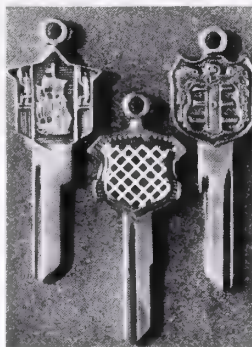
Add a Dash of Color with this New Tilt-Top Table

It's a picture that immediately becomes a useful table when guests arrive. The tray (19 1/2" x 24") "snaps" securely in a horizontal position on a steady wrought iron base. It stands 22" high. Beautifully hand painted on your choice of black, grey, medium green or light green background.

PRICE \$15 — express charges collect — No C.O.D.'s

ORDER TODAY
THE HUGHES SHOP

393 DELAWARE AVENUE BUFFALO 2, N. Y.

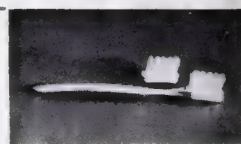


UNUSUAL GIFT FOR DAD

Here are keys to the "Father's Day gift" problem—skillfully crafted and finished in Jeweler's Bronze and Nickel Silver, for ignition and trunk respectively. Features the authentic crest of *one's own car*. Ideal for Dad, yourself or the friend who has "everything." Set of two jewel-finished keys in handsome gift box is \$3.50 (tax free). Delivery for Father's Day assured. Important! Specify name and year of car.

ZENITH GIFTS

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GPO New York 1, N. Y.



Baby's Sterling Silver Toothbrush

Give your favorite tot a luxurious start in life with a solid sterling toothbrush... not hollow. Rhodium finish makes it tarnish-proof. Special nylon bristles for young teeth are used. Additional refills available. Brush with two pink or blue refills (in gift box)—\$3.95—tax included. Postpaid U.S.A. postal charge on C.O.D.'s.

LAWN-GARD STEEL CURBING

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• FLOWER BEDS
• DRIVEWAYS
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TO ANY CONTOUR

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Green Finish 49¢ Ft.
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Shopping



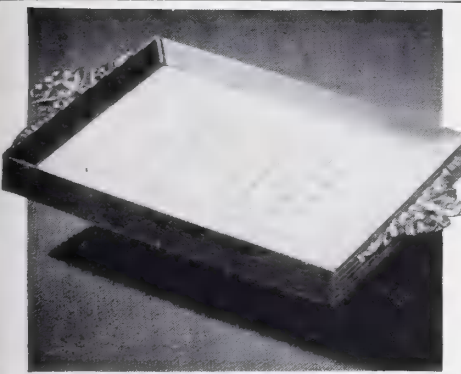
YOUR NAME'S IN LIGHTS

when the high beam of an approaching car reflects on this weatherproof sign. The molded plastic letters, 3" high, are mounted on a varnished, rustic wood panel, come in white or green. Complete sign with five Reflecto letters or numerals, and a metal lawn stake is \$3.75. Additional letters, 75¢ each. Ppd. Spencer Studios, Inc., 1508 No. Mascher St., Philadelphia, Pa.



ORCHIDS TO YOU,

that look as if they'd been grown in Shangri-La, so perpetual their beauty, are delicately hand-crocheted. Caught up with elegant satin ribbon, it's a lasting remembrance for a June graduate on degree day. It will have a hallowed place in her memory book. In plastic corsage box. \$15 ppd. No c.o.d.'s. Lucille's 5623 N. E. 15th Ave., Portland 11, Ore.



Unique gift they'll love best:

Wedding Invitation Tray!

Send us the next invitation you receive. We'll enclose it in this handsome silver-plated tray, to make a permanent reminder of the bride's most important day. Complete, gift-boxed, for \$5.50. Deluxe 24 kt. gold plated tray, with hand-painted forget-me-nots, \$7.50.

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Use inside or outside Easily attached

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cast of non-perishable metal
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RHODES ART METAL STUDIO

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HOME-LAWN PORTABLE GRILL

Turns into the wind for easy draft!

- Fire box is 14" x 16" for generous barbecue area—revolves on firm stand to regulate draft and smoke
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- Assembles in seconds
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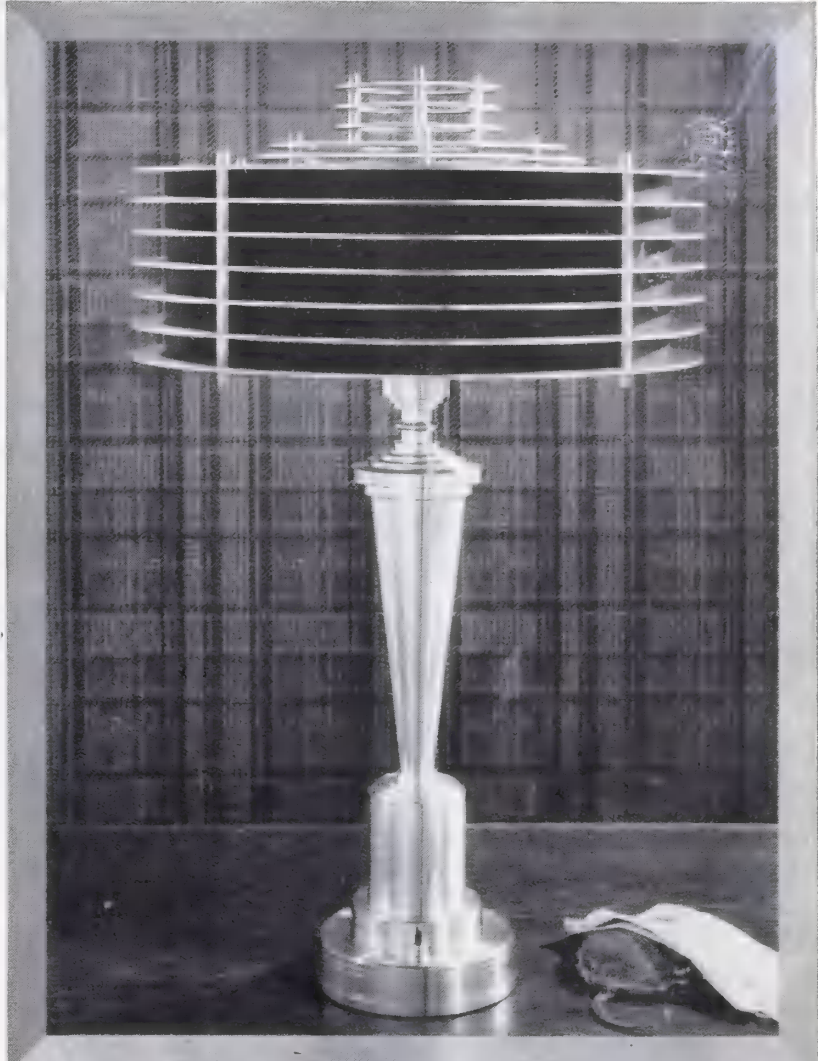
Weights only 14 lbs.

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Anywhere in U.S.A.
A Perfect Fathers' Day Gift

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For those who appreciate the finest Completely American, handmade of course
Designed for gracious living and built for enduring service.

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Equipped with revolutionary new 3-way push-button switch—(Patents Pending). Direct from makers—Price includes all taxes and shipping charges—Shipped in gift cartons—Send for descriptive literature.



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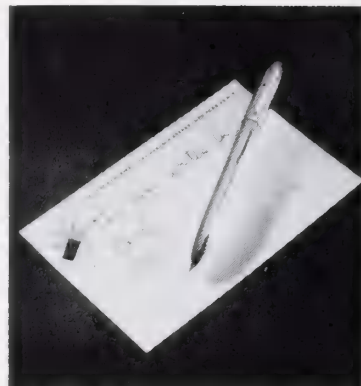
Wallpaper

that brings beauty and charm to your "problem rooms" may be discovered in the Stockwell collection of "Trend of the Times Wallpapers."

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3262 WILSHIRE BOULEVARD
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Window Shopping



TRI-COLOR PEN. A wonderful antidote for a third-grade who shows his fascination for in by christening his every possession with it, is this golden ball point pen that needs no filling, can't leak. It writes in red, green or blue and you'll use yours to distinguish the family accounts in your budget book. \$1 ppd. Refill cartridges are 25¢ each. Hawkins Pen Co., 1902 First Ave., Birmingham, Alabama.



IT BEATS THE DUTCH the way these paper place mats, napkins, and bridge tally sets can liven up a party. All are decorated with colorful and amusing Pennsylvania Dutch designs and proverbs. Heavy reversible plastic mats, water- and alcohol-resistant, 50¢ each. Pack of 18 napkins, 25¢. Bridge set of 8 tallies and 2 score pads, 60¢. Ppd. Novotype Studios, Hellam 1, York County, Pennsylvania.

"Suds-N-Rinse"
SEMI-AUTOMATIC DISHWASHER

WASHES DISHES IN HALF THE TIME

NO MORE DISHPAN HANDS!

ONLY \$5.95 Complete

End dish-wiping and dishpan hands! Works like magic! just attach to faucet and zip through your dishwashing! Operates on same principle as big, expensive dishwashers. Nylon bristle brush washes dishes, glasses and silver sparkling clean! Self-drying, spot-free, ready to put away! Sturdy fibre brush for instant scouring of pots and pans! Finger-tip control. Just press button for quick, foamy suds, release it for sanitizing hot water rinse. "Suds-N-Rinse" dishwasher does the work without hands touching water or soap. Insulated plastic handle is heat-resistant. Real fun to use—makes dishwashing a pleasure.

WASH YOUR CAR IN 10 MINUTES!



NO PAUL NO WIPING NO STREAKING

**Just Press Button for Soap
Release Button for Rinse
SO SIMPLE A CHILD CAN USE**

This light, 3 ft. aluminum QUIK-SUDS all-purpose WASHER with the 5" high quality brush. Cold water detergent tablets are contained in handle. Plastic grips for easy handling. Rubber bumper protects all surfaces. A generous supply of harmless detergent tablets comes with each washer. Fastens directly to your garden hose.



ONLY \$9.95 Complete with 5 ft. handle \$10.95

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☐ Rush my "Suds-N-Rinse" Dishwasher by return mail. I'll pay postman \$5.95 plus postage on arrival.

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Name

Address

City

Zone

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No more trying one bra after another! Berlé creates for you a Delineator exactly fitted to your individual contours. You'll hardly know you're wearing it. Not only will it eliminate pressure, but your figure-personality will be lovely! In 27 years, no one has ever successfully copied the Delineator—a unique principle in comfort and beauty. From \$16.50, in the world's finest materials. One-year written guarantee.

In NEW YORK, at the BERLE SALON, 26 West 58 St., N. Y. 19. Write for booklet HB. On the Coast at I. MAGNIN. In Dallas—NEIMAN-MARCUS. Chicago—28 Shop, MARSHALL FIELD. Memphis—THE HELEN SHOP. New Orleans—GUS MAYER Co.

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\$319⁹⁵

RETAIL PRICE

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The Magnificent New Deepfreeze Refrigerator

only THIS Refrigerator has the Exclusive Deepfreeze Freezer Compartment!

This is a masterpiece by the men whose vision and craftsmanship conceived the first home freezer. They built an industry and brought a new way of living to more than 2,000,000 families. Now, they bring you the only refrigerator with a genuine Deepfreeze freezer compartment. There are five models where a beauty of design encloses a wealth of features to make your life a better one. Our name, Deepfreeze, stands for quality... guarantees satisfaction on our refrigerator, home freezer and electric range. It is our brand name protected by the trademark laws of the United States. Your Deepfreeze dealer invites you to see the home freezers, ranges and these wonderful refrigerators today.

Deepfreeze Appliance Division of Melroe Products Corporation, North Chicago, Illinois

Go Buy the Name...
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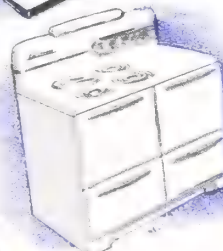
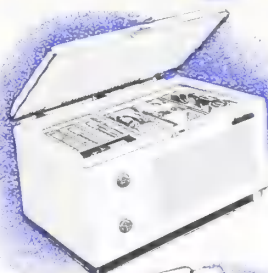
HOME FREEZERS • REFRIGERATORS • ELECTRIC RANGES

The Famous **Deepfreeze** HOME FREEZERS

Cook Ahead! Bake Ahead! Shop Ahead! Save time and money... you can live and eat better in so many ways! See the world's first and finest home freezers, including the new "sweet sixteen" (De Luxe Model C-16). Models from \$229.95.

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See the All-New Deepfreeze electric ranges... completely automatic! And you can buy with confidence in the performance guaranteed by a famous household name... Deepfreeze! Four beautiful models from \$159.95.



HOW MUCH IS A SUITCASE?

How much is a dress? or a luncheon? or an automobile? You can pay any price for anything. It all depends on what value you place on quality. Some things are simply better than others—and there are those people who appreciate them. For such people, Amelia Earhart Luggage is made.



Amelia Earhart Luggage is the world's finest. You should own it—you can own it.

Any product that lasts so long, that is so subject to abuse, that bespeaks its owner's taste so openly, deserves most careful buying. Consult the luggage salesperson at your favorite store. Ask to see the many exclusive Amelia Earhart Luggage features. Compare. We believe you'll buy.



Want to be a luggage expert? Send 10c for your copy of the gay, new primer, "There IS A Difference". Address Amelia Earhart, Dept. HB-6, Newark 5, New Jersey

IT'S WORTH MENTIONING

CONTINUED FROM PAGE 16



This mechanical Hoover cherry pitter breaks all speed records—a quart a minute! How things will hum this season in the cherry pie and preserving world. Each turn of the table-clamped pitter bounces cherry after cherry out of its sockets, unbruised; a trap door at the wheel's hub ejects the pits. The sturdy Lustrex plastic pitter is endorsed by the National Red Cherry Institute. \$3.05, Otto Pomper, 66 W. Adams St., Chicago, Ill.



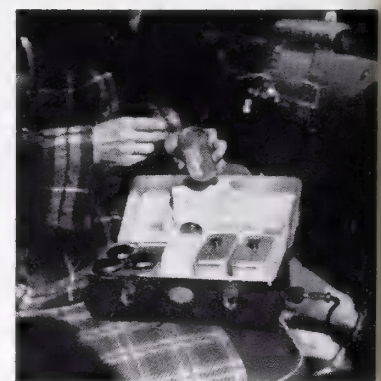
Baby's diet ceases to be a motor-bing headache when Electro-Lunch stands ready to plug into the dashboard at mealtime. Its thermostatically-controlled warming chamber heats the bulk food or jars in the saucepans in no time. The 12-ounce bottle then takes its turn in the warmer. There's a cold-food chamber, too. Electro-Lunch is a boon for dieting travelers and sportsmen also. \$9.95, Art Colony Industries, 69 Fifth Ave., N. Y. C.



Here's first aid for the harried hostess. The wrought-iron chair-side Buffet-ettes add to guests' comfort, too. Use them indoors or out—the satiny enamel finish is weatherproof. A nest of six tables totes one-handed. They store in closet nook. The 8½ inch top fits disposable plates. The 18½ inch legs are geared to chair height. \$7.95 (1 ea. aqua, raspberry, lemon; or 3 forest green). Crane's 419 E. 57th St., New York, N. Y.



This automatic Welko Electro Fryer is four units in one—it's deep-fryer, cooker, roaster, corn popper. It has all the prowess that rates Welko's commercial fryer high among restaurateurs. It boasts an indicator light, superfast temperature recovery after loading, a removable drain bracket. Round, smooth aluminum well cleans easily. Holds 4 lbs. shorter. \$24.95, Ward-Phillips Co., Box 3451, Mdse. Mart, Chicago, Ill.



Guests' wraps, freshly ironed clothes, rainy-day togs, stored garments in the attic, all come within the province of this 30-gal. foldaway E-Z-Do Overdoor Closet. You can install it as a permanent fixture, too, on any 30-inch long surface. Just the thing for closets that lack a clothes pole, create down-low facilities for toddlers. It's aluminum and wood. \$3.75. Chas. Peters Co., 339 North Ave., New Rochelle, N. Y.

(Continued on page 153)

Yes, you can now **CONTROL** your private climate with a

Mitchell room air conditioner

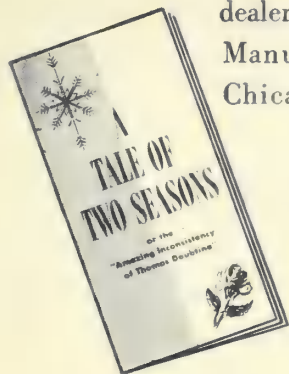


Mark Twain was wrong! You *can* do something about the weather with a room air conditioner that cools, dehumidifies, filters, circulates and ventilates. Not all air conditioners now on the market perform these five important functions—but the Mitchell is one that *does*.

In hot, humid Summer weather the Mitchell unit will provide delightfully cool comfort—the same as you enjoy in an air conditioned theater or restaurant. In Spring, Fall and Winter you switch the control knob from “Cool” to “Ventilating”—thus filtering out dust, dirt and pollen. The Mitchell is truly a miracle worker in clearing out stuffy, stagnant air, smoke, dust and odors.

To suffer indoors from summer heat is as old fashioned and out of date as the wood burning stove. Get the facts on the amazing half-ton Mitchell that sells for \$279.95 or the larger model at \$349.95. The Mitchell is quiet and easy to install and fits in any double hung sash window. No water or plumbing connections—just plug it in like a radio or similar electrical appliance. There is a Mitchell

dealer near you or write direct to: Mitchell Manufacturing Company, Dept. HB-6, Chicago 14, Illinois.



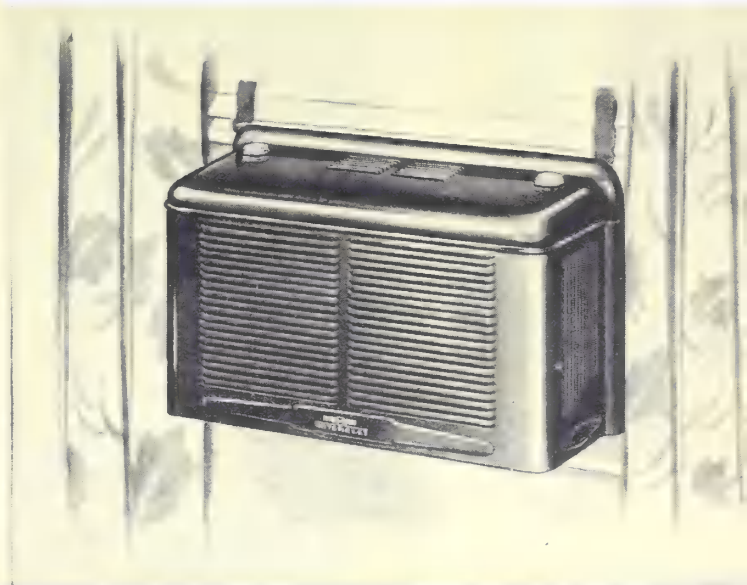
Here, in a delightful, easy-to-read booklet, are all the facts on the Mitchell—the world's finest room air conditioner. Send a postcard for your free copy today.



A living room is the most logical place to put a Mitchell Room Air Conditioner where family and friends can enjoy its delightfully cooling effect. And, with one of these units in your bedroom, you will have cool comfort that assures sound sleep all summer long.



Temperatures flare and efficiency sags during the hot, humid summer months. Farsighted executives everywhere have installed a Mitchell Room Air Conditioner in their office for ideal summer working conditions. Increased efficiency more than pays for the cost of the unit during the first season it is in use.



The beautiful Mitchell Room Air Conditioner is a handsome addition to any surroundings. The smooth, streamlined cabinet is constructed entirely of furniture steel with a superb, enduring decorator's beige finish that harmonizes beautifully with any interior.

Dates and rates are changeable. Prospective tourists should confirm this information with their travel agents, transportation companies, or hotels

Vacation planners occasionally get to thinking that they've been everywhere and seen everything—although that's something that can't really happen to anyone, even you. But if you yearn for the extraordinary, we recommend that you reflect on the following:

Spend a summer skiing. You can do it all summer at Chile's Hotel Portillo, 9,000 feet high in the Andes, but only five hours out of Santiago on the Transandian Railroad.

Beat it to Bali. Political harmony in Indonesia is improving your chances for visiting the wonder islands of the East Indies—Java, Sumatra, Borneo, and fabulous Bali. The Bali Hotel at Den Pasar, the Mountain Hotel at Kintamani, and sight-seeing trips are back in operation again. If you should happen to be in Hong Kong or Singapore, you can make a 23-day or 33-day junket via steamers of the Dutch K.P.M. Line, and by air between Surabaya (Java) and Bali, including a 5-, 7-, or 8-day all-Bali tour. Another way to get here is to sign up on one of the American President Lines' cargo-passenger ships bound for Jakarta, Belawan, and Penang, via Manila, Hong Kong, and Singapore, about four months' round trip from the East Coast, three months from the West Coast, sailings monthly.

Sail across the continent. Here are some ways to do it via the Panama Canal:

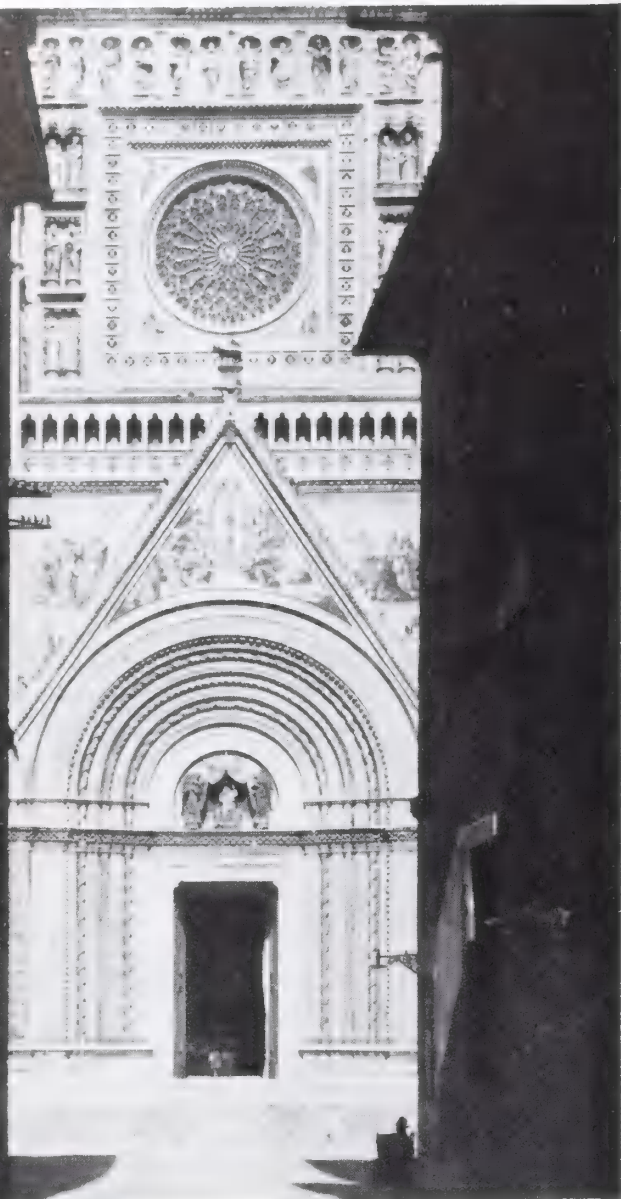
The American President Lines' New York to San Francisco run, on luxury, all-passenger, round-the-world cruise ships, leaving every other month; the same line's cargo-passenger ships outbound monthly from the East Coast for the Straits Settlements of the Pacific.

The Grace Line's cargo-passenger ships from New York to Ecuador, Peru, Chile, and other ports in the Caribbean and West Coast of South America, leaving weekly.

The cargo-passenger ships of the Waterman Steamship Corporation's Arrow Line, which runs from Baltimore to Los Angeles, and from San Francisco to Baltimore, with stops at Charleston or Jacksonville both ways, and at San Juan, Puerto Rico, on the eastbound trip, leaving every twelve days.

However you do it, figure the trip at around 15 days or more each way.

Look in on Lapland. This northernmost province of Finland now has a first-class tourist hotel at Rovaniemi, its gate-city, and numerous plain but good (Continued on page 179)

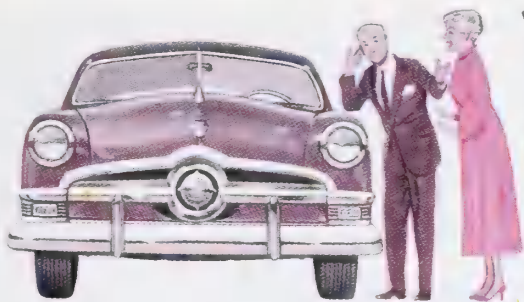


PHOTOGRAPH BY FRITZ HENLE

In the hill town of Orvieto, between Rome and Florence in the province of Perugia, is this majestically beautiful cathedral rich in sixteenth-century sculpture and frescoes by Fra Angelico and Luca Signorelli. If you are a Holy Year traveler, you won't want to miss it!

How to
leave home
and like it

by Louisa M. Comstock



"You can hardly hear it!"

"It's beautiful"

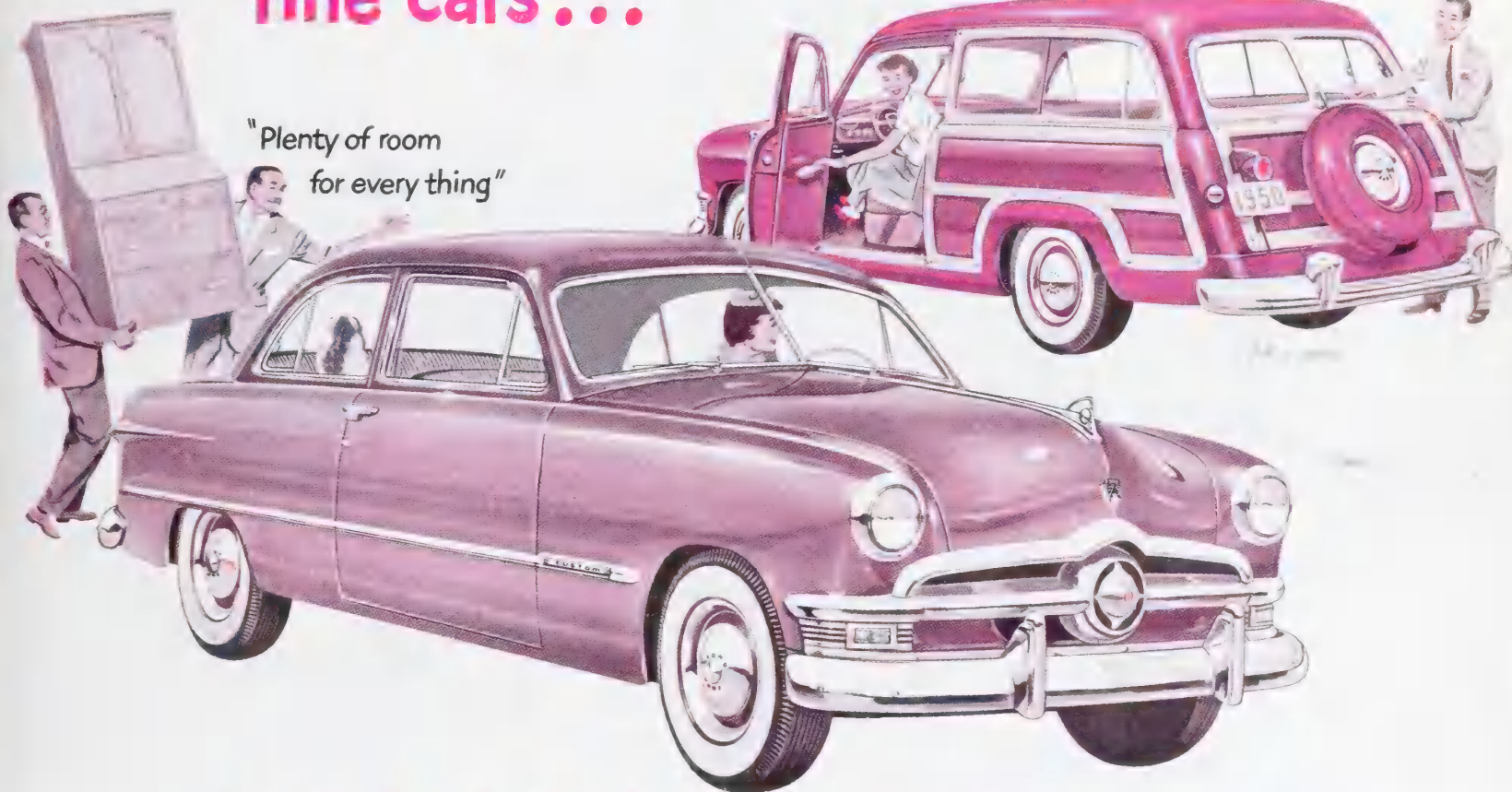
**Now Thousands
own two
fine cars....**

Actually more than a quarter-million families are *two-Ford* families! And many of them have two big 1950 Fords. They love the extra handiness of two cars! They're sold on the extra economy of Ford ownership.

They've found that "Power Dome" combustion chambers in both the 100 h.p. V-8 and the 95 h.p. Six give high compression performance on regular gas—a saving that amounts to real money! And they've found that Fords are low in first cost and high in resale value!

"Drives like a dream"

"Wide, easy opening rear deck"

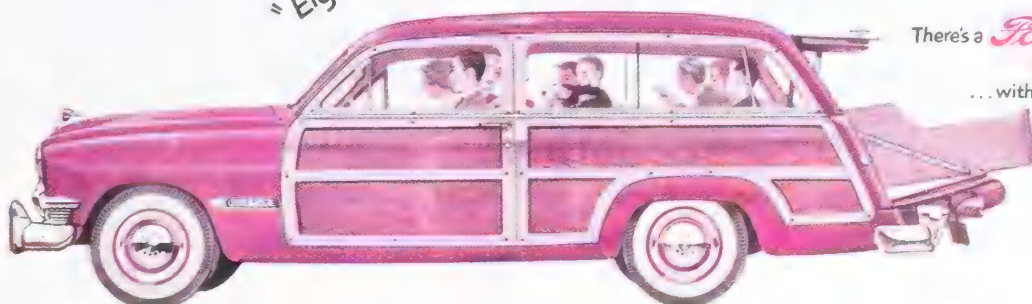


**and they're both
'50 FORDS**

Two smart travelling companions are the Ford Tudor Sedan and Ford Station Wagon! Both have styling that merited the Fashion Academy's Gold Medal Award.

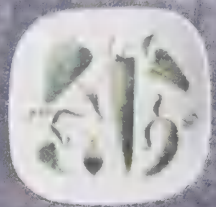
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"Eight big people ride in comfort!"



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...with a future built in



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A salad service by Arnold Blanch from the Castleton Collection by Famous Contemporary Artists now being exhibited in leading stores. Salad bowl, \$30; salad plates, \$60 a dozen.

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CAPEHART brings you television pictures beyond compare! True-timbre tone from Capehart's Symphonic-Tone System. Handsome authentically styled cabinets. Television enjoyment you've never known before!

Capehart's exclusive Polatron* picture is vividly real. It gives you that "on the scene" feeling... the feeling that *you're right there*, in the theater, in the sports arena, or at the circus.

The Capehart Polatron* picture has greater depth, detail and contrast. It is locked in—clear,

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Here is quality television—modestly priced from \$269.50† upward! Now you can enjoy traditional Capehart performance and the pride which comes from owning the finest.



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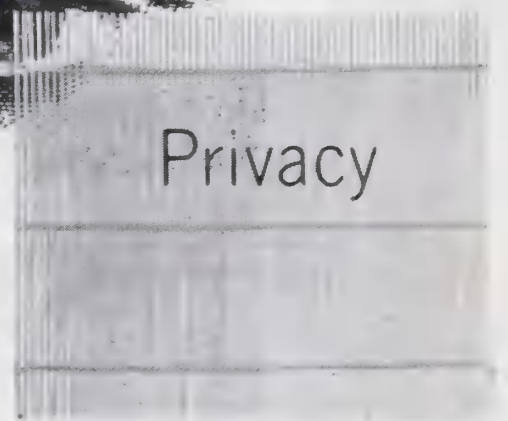
CAPEHART-FARNSWORTH CORPORATION, Fort Wayne, Indiana
An Associate of International Telephone and Telegraph Corporation

The 3 Big Ideas of 1950

Climate Control



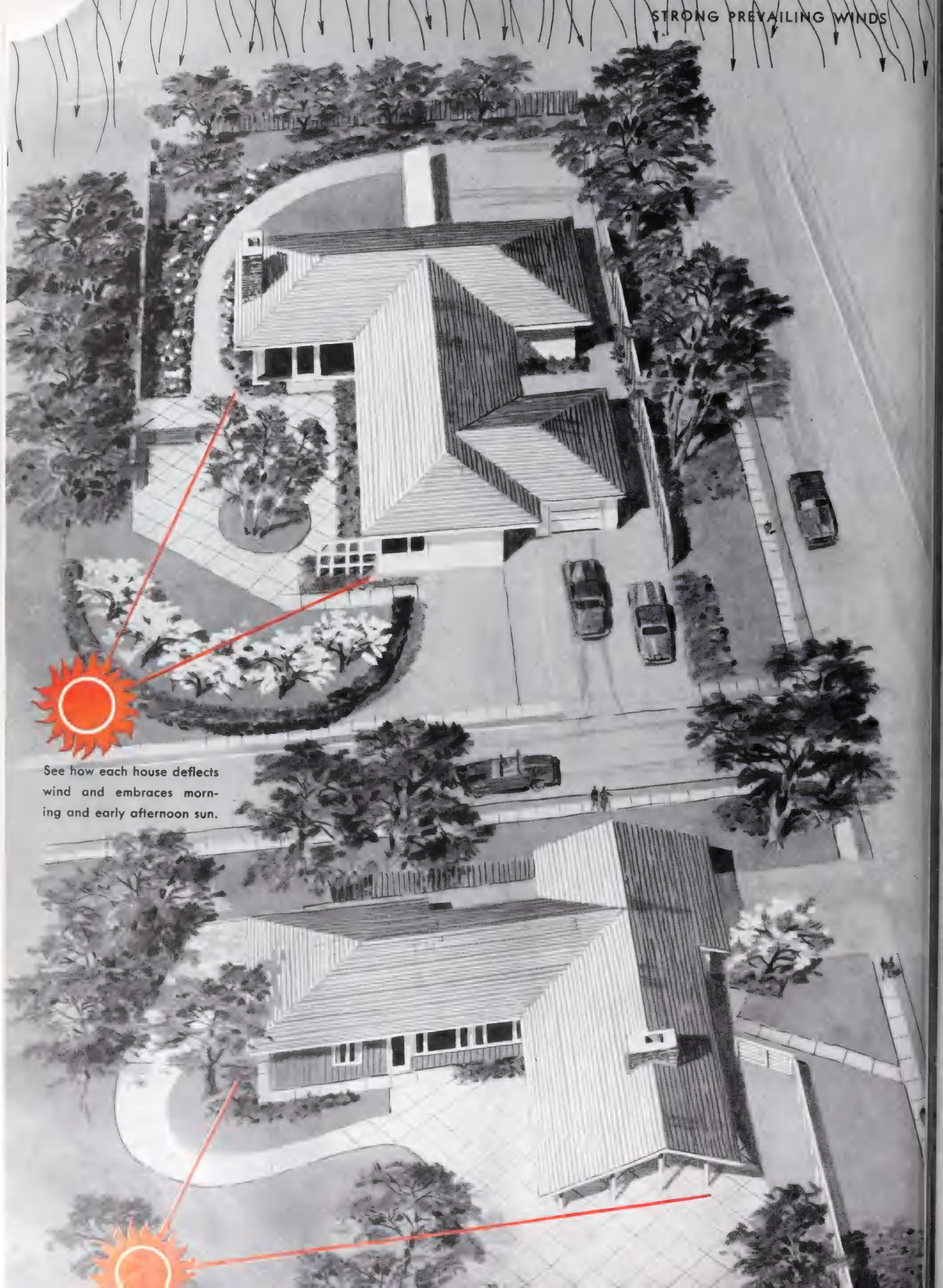
Privacy



The American Style

House Beautiful merges them all in
three \$25,000 Pace-Setter Houses

STRONG PREVAILING WINDS



See how each house deflects wind and embraces morning and early afternoon sun.

3 Pace-Setter Houses

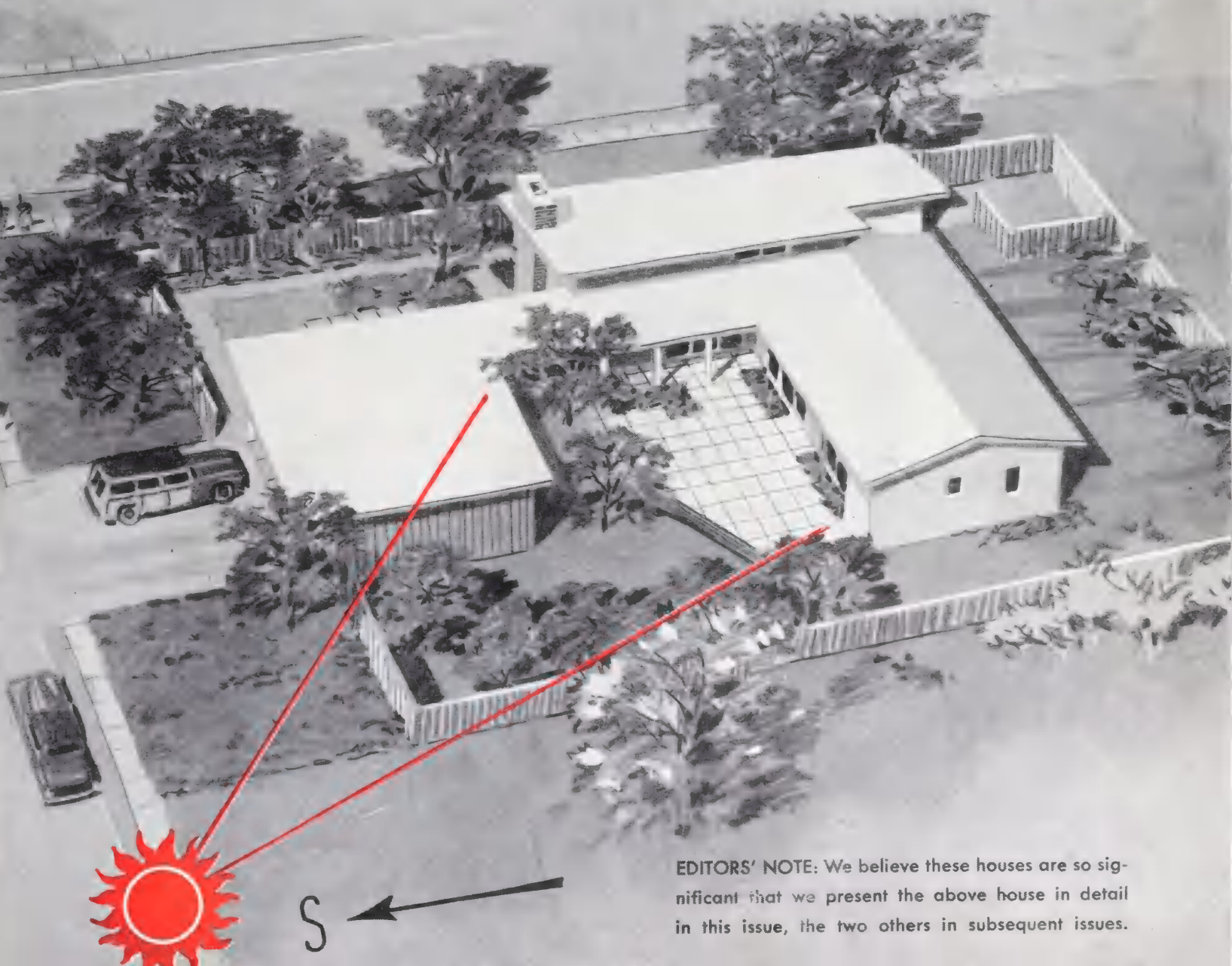
and what they mean to you

The best things in life CAN be enjoyed by most Americans. But they don't fall in your lap; they have to be reached for. By keeping abreast of the newest ideas, you'll know what to ask for. In each of these \$25,000 Pace-Setter houses all three of the BIG ideas of 1950 are merged

Take the Big Idea of Climate Control. These houses are in a region of fairly strong winds and moderate temperatures. The weather is definitely "marginal." Twelve months a year the wind blows from the west at an average speed of $6\frac{1}{2}$ m.p.h. Only in July do afternoon temperatures run over 80° F.; for five months they'll be in the seventies; and for the rest of the year, they'll never climb above the mid-sixties. Although these houses are in San Mateo, in the San Francisco Bay area, the famous "California-type living" would not be possible without wind control. With it, these houses have a good private climate.

So how do you control the wind? Turn the page to go back to the beginning

DRAWING BY VINCENT FURNO



EDITORS' NOTE: We believe these houses are so significant that we present the above house in detail in this issue, the two others in subsequent issues.

Can you control the Wind?

Yes! And it's most worth while! If you like a nice long autumn, an early, mild spring, if you like to live outdoors weeks longer than your neighbors, then get busy and block the cold winds. If you wilt with heat of summer, find out where the cool air is, and how you can get it into your house

HOW THE WIND AFFECTS YOUR FEELINGS

Calculated by Dr. L. P. Herrington, John B. Pierce Foundation. These are round figures. For fuller explanation see text.

If the wind blows at ↓	To be comfortable you need ↓
1/10 m.p.h.	68°F.
1/2 m.p.h.	73°F.
1 m.p.h.	75°F.
2 m.p.h.	77.7°F.
3 m.p.h.	78.3°F.
5 m.p.h.	79.3°F.
10 m.p.h.	80.6°F.

by Wolfgang Langewiesche

Would you like to have a nicer climate? Then you had better think about wind control.

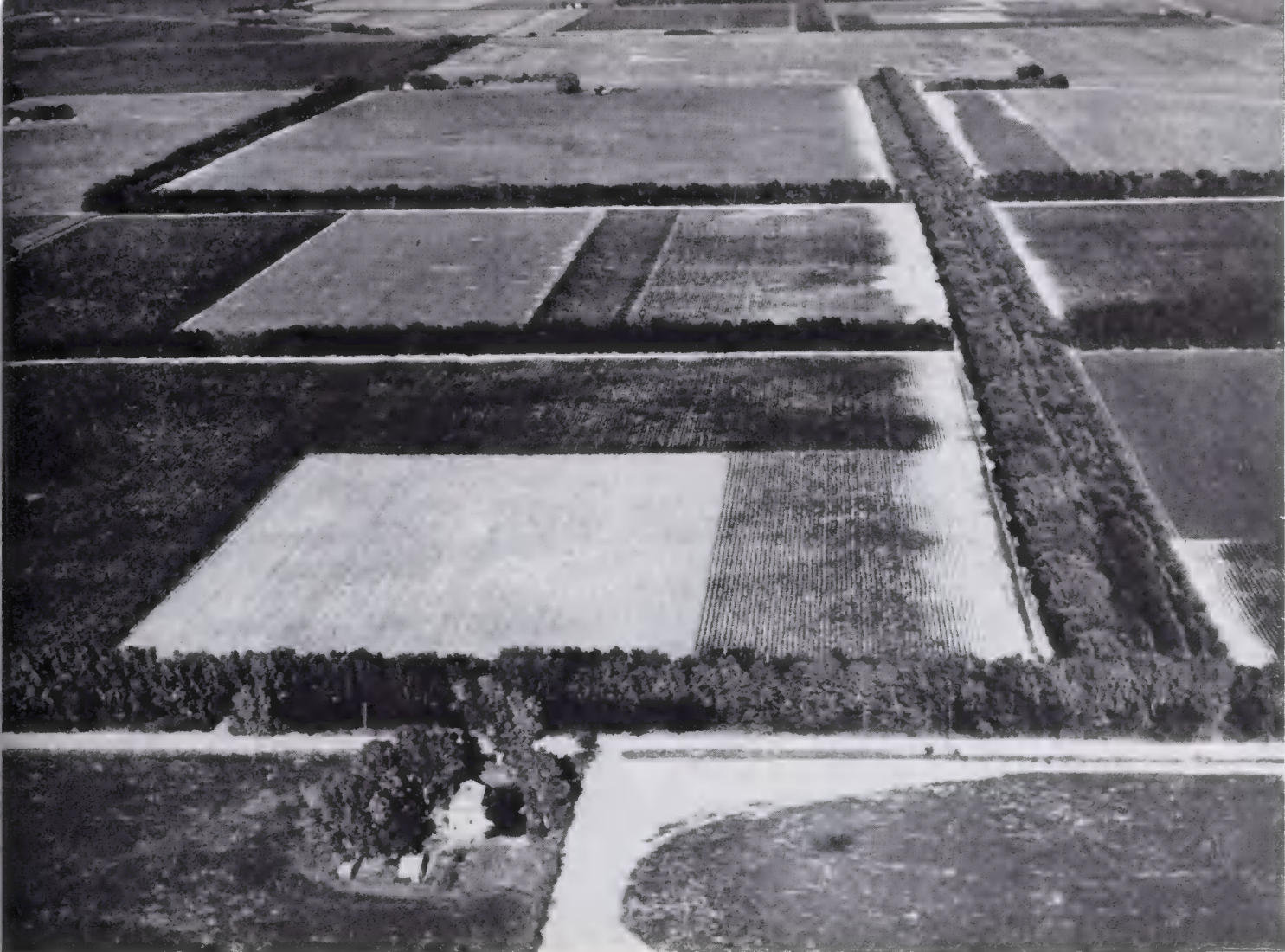
Wind control? That simply means you keep the wind off your house and out of your garden when you don't want wind, or you bring it in when you do want it. To do this, you plant trees, grow hedges, build garden walls. You place your house so that it acts as a wind-breaker for your garden. It's easy to do. It's all common sense, and you really know it anyway. Informally, instinctively everybody knows it. What you probably don't know is the big difference it makes. You can really change your climate by controlling the wind. The interesting thing about wind control is not *how* it works, but *that* it works.

Animals know that it works. The western cow goes in for wind control. She has to spend the winter on the open range. She hides in the thickets, where the twigs and branches slow down the wind. She is lucky. She doesn't consult a thermometer. If she did, she might get her poor mind all confused. The thermometer, of course, shows simply the air temperature. And the air temperature is the same—out in the open or back in the underbrush. So she might shrug it off: "It's just as cold here as there. I guess I'll just have to take it." But she has more sense than that. She is not interested in temperature of air, but in its *cooling power*. She knows she doesn't feel the same out in the wind. There she gets much colder.

People also know all about wind control on a really cold, really windy day. Just watch them huddle in the doorways while they wait for the bus. Get a man out where it's cold and blowy, and he'll make himself small and snuggle close to any sort of wind-break like the trunk of a tree, a boulder, a bush. When people get cold, they get very clever at finding shelter. It's a deep instinct.

Then why do we ignore it in our houses and gardens? Because in the highly civilized circumstances of a nice suburb the whole thing is so much less dramatic. We now deal with more subtle effects—not with gales and fierce cold and frozen noses, but merely with cool air, a puff of wind, a feeling of chill. The question is not life and death as in a snowstorm. It's: "Shall we have lunch indoors or outdoors?" No powerful instincts are aroused. It's the sort of thing we deal with by habit and convention.

You don't even try to use your garden during a snowstorm. But on a nice March day you might say: "Let's sit on the terrace for a while." The sun is out, the air feels spring-like, the wind is—we'll, there's so (Continued on page 146)



PHOTOGRAPH COURTESY OF U. S. DEPT. OF AGRICULTURE

Uncle Sam knows that wind can be controlled. To cut down the drying action of dry, hot winds the Forest Service plants these "shelter-belts." They help improve crops and help prevent "Dust-Bowls." They are the world's biggest climate-control scheme.

Between the North Pole and this farm there used to be "nothing but a barbed wire fence." To keep the cold northwest wind off the house these people planted a wind-break. Those trees mean comfort and fuel saving. They actually improve the climate.



PHOTOGRAPH BY MAYNARD PARKER



The patio is really a wind control device. It is so popular on the West Coast because the ocean air there is often just a little cool. Exposed to the wind, you are chilly, but protected from it, you are comfortable. Calm air is as cool as moving air, but it *feels* warmer



PHOTOGRAPH BY FRITZ HENLE

How to get Wind Control

Wind control is easy to get. Use hedges, trees, fences, the house itself to block the cold winter wind. Let summer winds blow.

Draw cool grass-roots air into house on hot nights

How do you get wind control for your house and your garden? In most places it is very simple: Block the northwest winds. We admit there are many exceptions to this because there are so many different climates in this country. But, in most places in the United States, the cold winds come from the northwest, the warm winds from the southwest or south. Wind control consists mostly of this: Protect yourself from the northwest winds, but let the southwest winds blow free.

This has to do with the way our American weather is made. The main climate fact about the United States is that it is an area of "cyclonic activity." Cyclones, also called "Atmospheric Lows," move across the country from west to east in a steady succession, one or two a week. These cyclones bring us big waves of air from the tropics, big waves of air from the polar regions. That's the main idea in our weather. Heat and cold, humidity and dryness are *imported* goods—imported from the tropics, imported from the polar regions.

When a "Norther" hits Texas, and brings freezing temperatures all the way down to the Gulf, the Texans say, "Trouble is, there is nothing between Texas and the North Pole but a barbed-wire fence." They mean that as a joke, but it is really a plain statement of fact. The cold air does come from the polar regions. It does reach so far south mostly because the western plains give it so smooth a passage. And that's the idea of wind control. Put something bigger than a barbed-wire fence between yourself and the North Pole.

You can study air currents

Check the air-flow around your house the same way engineers do around an airplane model—by smoke. You will find that the wind does funny things. Here two cigarettes, held a few feet apart, show a calm spot and a windy spot. On a cool, sunny day, if you put your chair in the windy spot, the great chilling effect of even a slight breeze would cancel the warmth of the sunshine. You would be chilly. But if you put your chair in the calm spot, the sunshine would cancel the coolness of the air, and you would be warm.

by Wolfgang Langewiesche

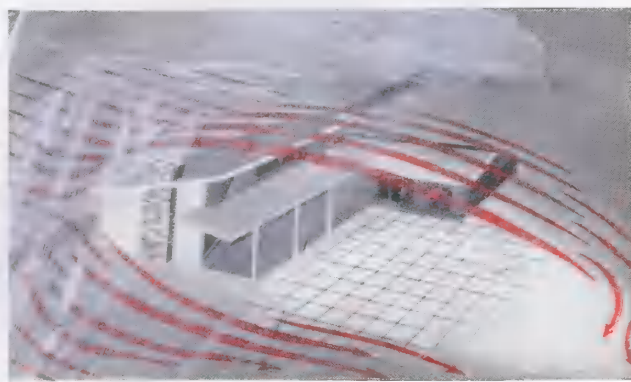
You'll find it fun to watch your own weather and see how this checks out for your town. Watch the *air* you get—not sunshine or cloud, not rain or snow, not whether it is good or bad weather, but simply the air. You'll find it is true, all right. First, you get a few days of air that is balmy, muggy, warm, or hot (depending on the season). The wind is from a southerly direction, probably southwest. Then you get a short period of bad weather. Then a few days of air that is much colder and usually much drier and comes with a northwest wind. Then a couple of days of confusion, often with rain, and then warm air again.

You will also connect certain things you read in the paper. When a heat wave is on in the East, the local weatherman is always quoted about "a mass of cool air" that is making its way down from Canada. When it gets here (*if it gets here*), the heat wave will end. Well, there is nothing unusual about this. Masses of cold air are sweeping down from Canada every few days, bringing a fresh load of polar cold. The only difference is that, when a heat wave is on, the papers pay attention.

If you watch your weather a little, you'll also appreciate a fine point that's very important for wind control. It is what you might call the crowning touch. In fall, winter, and spring, sunny weather comes almost always with cold northwest winds—almost never with the warm southwest winds. *They* bring cloud. (That is, they often do: they do in most (Continued on page 184)

The House Itself is the Best Wind-break

The big idea in wind control is to do it gently. You can't stop wind, you must deflect it. You can't force it, you must persuade it. It's not enough to block it with a blunt wall; you must also give it a place to go instead. If you don't, it will huff and puff and get you from behind. A tree, with thousands of twigs slowing the wind down piecemeal, is often more effective than a solid wall. A surface set slant-wise to the wind does a better job than one set squarely against it. That's why the slant of the roof, below, protects this patio better than a mere wall would.



Notice how this house creates a calm spot for outdoor living. Slope of roof helps deflect wind gently *over* this spot while plan of house helps deflect it *around* the spot. In most parts of the country, sunny fall and spring weather come in combination with cool winds. These winds blow from the northwest. The sun shines from the south. Therefore, the thing that keeps the winds off a spot still lets sun shine on that spot. The warming effect of this combination—calm air with strong sun—is great. It can give you summer-like weather in April or November.



Well-known, down-the-neck breeze of convertible shows that a simple, blunt wall is not always the best wind-break. The girl's scarf blows forward, showing she gets a breeze from behind. Reason: the air whirlpools around edges, over top of windshield. Same effect often occurs behind a house or a garden wall. These effects are hard to predict. Wind control must work in two stages. First on big scale, by correct placing of house, trees, garage, etc.; then on small scale, by garden walls, fences, hedges to stop spillage, cross-flows, whirlpooling of wind.



The American Style in a Pace-Setter House

Here is a Pace-Setter House that combines our three BIG ideas for 1950—Climate Control, Privacy, and the American Style. It proves that you can have all these aspects of better living at moderate cost—if you know what to look for and don't give up till you find it

Edwin A. Wadsworth
Architect

Germano A. Milono
Associate architect

Thomas D. Church
Site planning and landscaping

Warde Corley
W. & J. Sloane, San Francisco
Decoration and furnishings

William Manker
Color stylist

David D. Bohannon Organization
Community developers and builders

Climate Control in this house meant, primarily, wind control. Without it, comfortable outdoor living isn't practical. Here, mass of house itself is designed to act as wind screen deflecting steady winds up over sunny, enclosed patio.

This house is remarkable because it offers better living than many twice as costly. It's remarkable because it was built by a regular merchant builder as one of a whole series that will sell complete, without fuss or feathers, for \$25,000. Study it! It typifies the emerging American Style by its emphasis on comfort and convenience, by its lack of ostentation and insistence on good design. Yet see how economically these qualities are achieved. The house, which stands on a 70-ft. lot, has a floor area of only 1,600 sq. ft. It is built of standard materials, available anywhere in the U. S. The really valuable ingredient is good design which gives the house privacy and a garden that's nice to look at, pleasant to live in, easy to maintain.

PREVAILING WEST WINDS

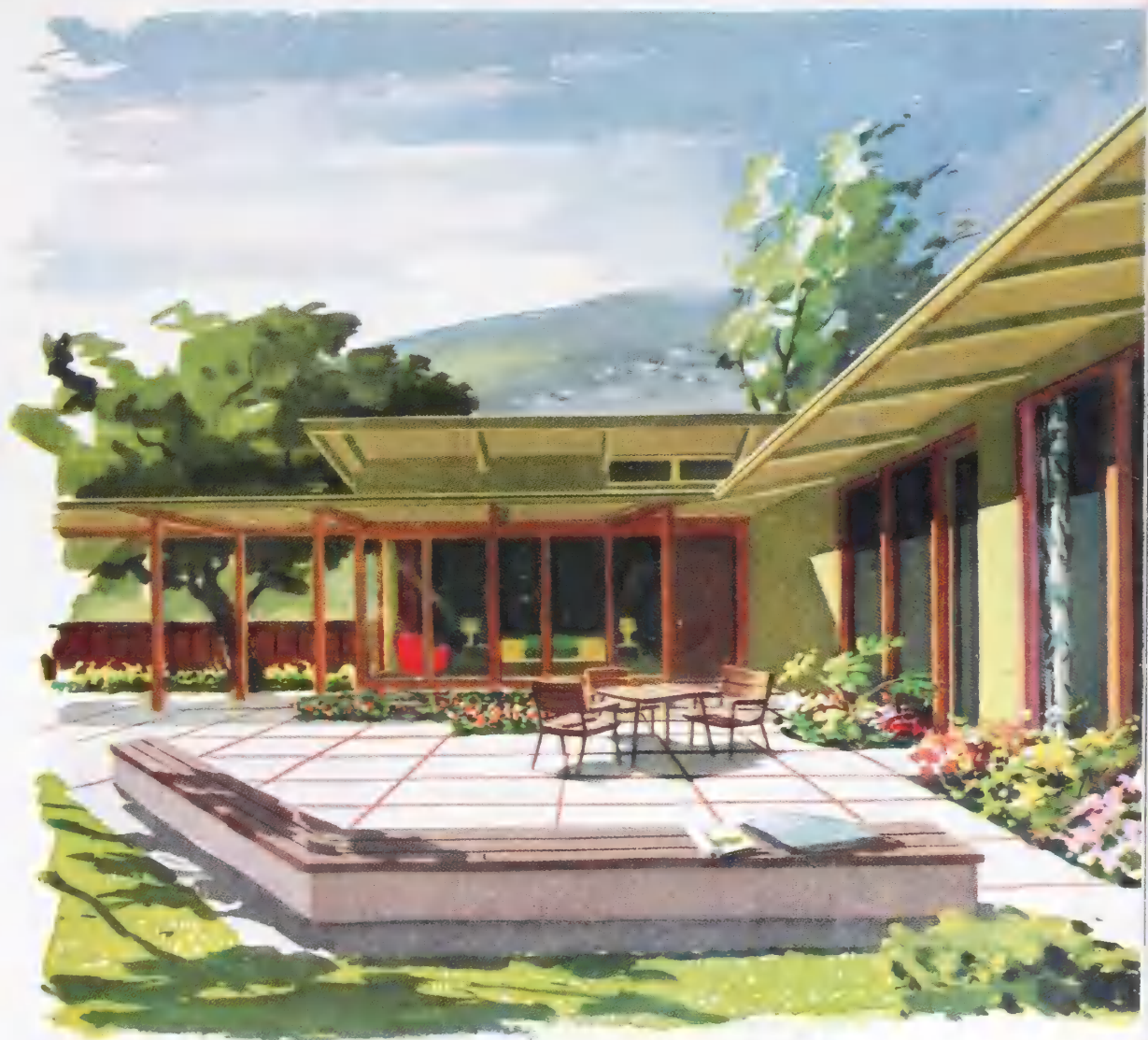




DRAWINGS BY GEORGE COOPER RUDOLPH

When you enter this house, you pass through a covered porch that doubles as extra carport for garage at right. Left, behind fence, is a small garden for late, wind-free afternoons. Beyond, right, is main patio. Placed so house shields it from prevailing winds, it yields a sunny, private outlook—easy to look at, easy to maintain.

Sunny, wind-free, and enclosed, this patio does two important things. It gives a house a “private climate” which makes outdoor living a comfortable reality in a land of marginal weather. And it offers the whole house a secluded, pleasant focus whose beauty no curious neighbor or thoughtless passer-by can infringe upon.



Visit House Beautiful's Pace-Setter houses—on exhibition May 27-Sept. 27

(Complete details on page 168)

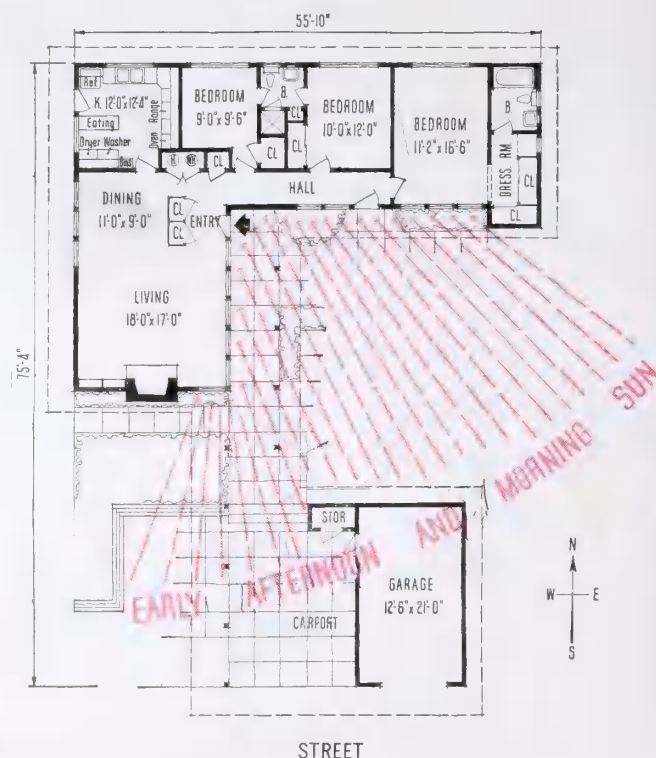


The common sense that marks the American Style provides that a glass wall have a permanent view—one that's not at the mercy of neighbors or passersby. Pleasant outlook of living room is guaranteed by its own patio.

How the American Style looks when it merges with Climate Control



To make the most of a marginal climate takes ingenuity. It's displayed here in the way house and garden are designed to deflect wind from patio (see page 88) and admit sun till 2 or 3 P.M. By placing garage along street, living area has privacy.



In these days of small lots, a suburban bedroom with pleasant outlook, cross-ventilation and privacy is rare. This master bedroom has all three—and not accidentally. The shape and siting of the whole house was conditioned by this desire to give bedrooms a country feeling, even on a 65-ft. lot. You can see they succeeded.

A room whose open, sunny spaciousness belies its size (11' x 16½'), this master bedroom might be on a six-acre estate. Actually it's not 20' away from the next house. Big windows do the trick—windows carefully tied in with landscaping that gives privacy, a garden view, ample sun.





PHOTOGRAPHED BY EMILIE DANIELSSON NICHOLSON AT GALLERIES OF GRAND RAPIDS FURNITURE MAFLERS' GUILD

Flexible furniture goes in our Pace-Setter house

See how this furniture (photographed before house was completed) lends itself to casual arrangements in key with informal plan. The 72-inch table above is really a game table with a fold-over top. Chairs have straight sides so they can be placed closer together in restricted space. Used beneath the big living-room window in Pace-Setter house are the low storage units (right). Those with horizontal panels have drawers; others have lift-up tops. With foam rubber cushions they double as seats.



The American Style has Hidden Performance



- *The simplicity of its design belies the luxury of its convenience*
- *Many of its most important features are on the inside*
- *Inconspicuous outer details do a big job*
- *Its performance is measured by common sense, not tricks*

by Mary Roche

The furniture in this Pace-Setter house is American in the most progressive sense. It offers distinct improvement in performance over the things you've owned all your life. It takes better care of your possessions because it makes orderliness almost automatic. It takes better care of itself because it is not loaded with dust-catching details, and hardy finishes put up tough resistance to daily wear and tear and minor accidents. This furniture is simplified in design and innocent of tacked-on ornament. It does *not* have the mechanistic look of an experiment in technology. But the results of the new technologies are there. Most of these features are inconspicuous if not actually hidden from casual view, since this pace-setting furniture is for people who want to live for themselves—not for the impression they make on others.

Prior to the completion of the Pace-Setter house, we photographed some of the furniture in settings with the same spirit which were designed by Everett Brown in the Galleries of the Grand Rapids Furniture Makers' Guild.

TWO PHOTOGRAPHS BY EMELIE DANIELSON NICHOLSON



Top of table (opposite page) folds to half size and slides easily back into place on hidden metal guides. Foam rubber cushion is anchored to chair by fabric flap which snaps to wood under back of seat.

PHOTOGRAPH BY ROOKS



Inconspicuous but important to performance are straight side lines of chairs which make them fit together to form a settee. Caned seat panels under cushions are easily removable.

Hidden feature in drawer of buffet is removable flannel-lined tray with racks for silver. On these two pages: Sligh Furniture, Sherwin-Williams' "Kemvar" finish. (See page 168.)

The American Style has Hidden Performance

(continued)

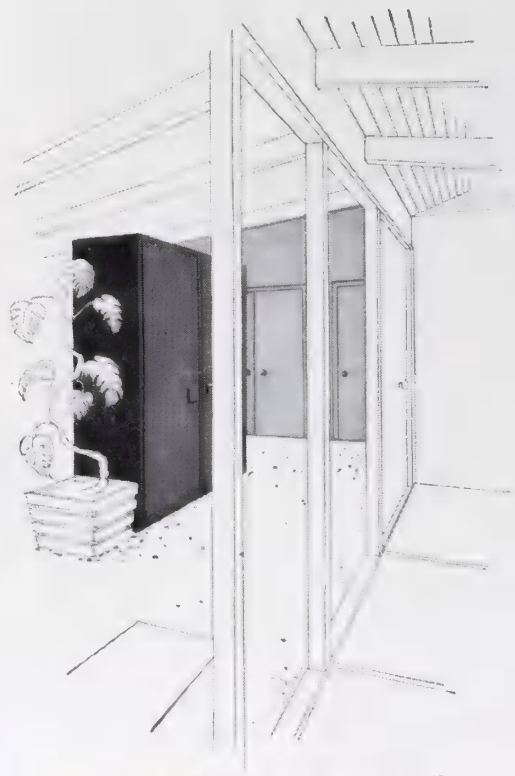


Headboard with sliding door cupboards provides bed-time convenience in second bedroom. "Cherry Modern" bed, chest, and night tables from Crawford Furniture Company. Armchair from Conant Ball Co.

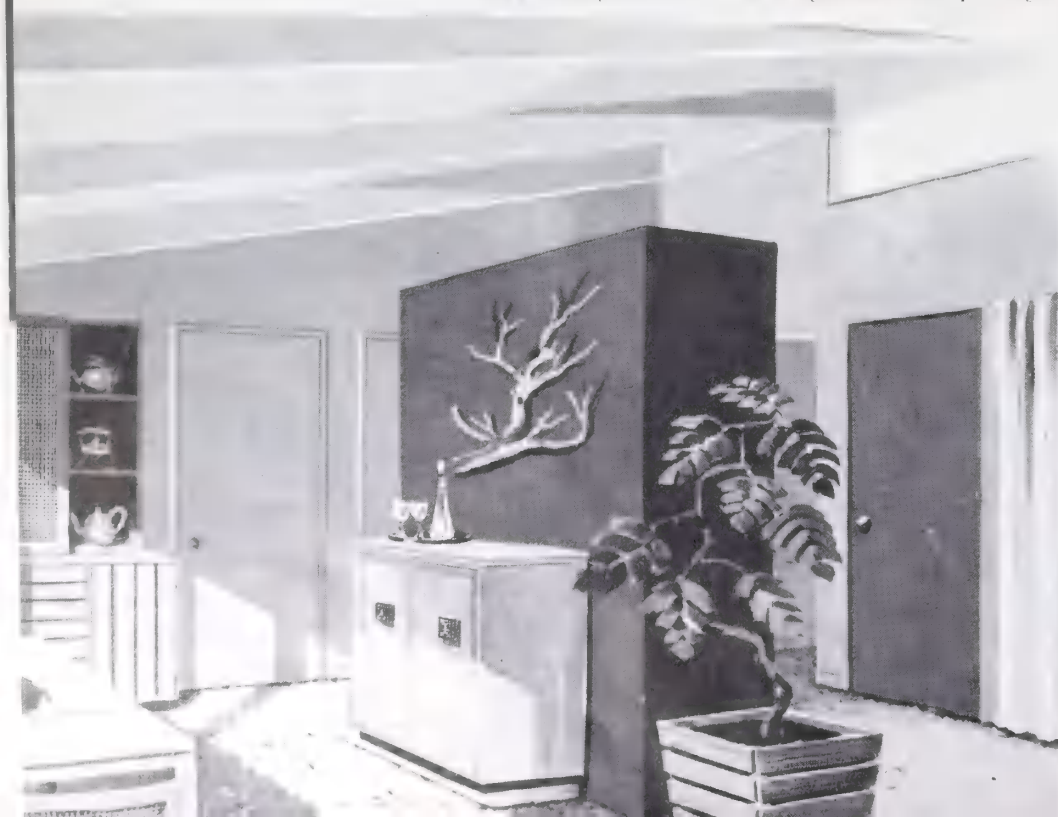


This furniture gives the study bedroom of the Pace-Setter house an air of casual comfort. Daybed is full, twin-bed size. Wardrobe cabinet has four divided trays inside. Small table may be used as a seat or in multiple to make larger table. Pertinent examples of the American Style: the Sligh Furniture designed by Herbert Ten Have, finished with Sherwin Williams' "Kemvar," cushioned with Koylon foam rubber; "Wisconsin" pattern wallpaper design by Ilonka Karasz for Katzenbach and Warren; the wool shag rug from America House.

Facing the entrance door of our Pace-Setter house is a free-standing cupboard which packs several hidden functions into one unit in typically American fashion. It serves simultaneously as a guest coat closet, a screen to provide privacy for the dining area and an architectural background for the Magnavox radio-phonograph.



DRAWINGS BY GEORGE MOORE RUDOLPH



FOR SOURCES OF ALL FURNISHINGS
IN THE PACE-SETTER HOUSE, SEE PAGE 168



PHOTOGRAPHED BY EVELLE DANIELSON NICHOLSON IN GALLERIES OF GRAND RAPIDS FURNITURE MAKERS' GUILD

Chests similar to those in master bedroom of Pace-Setter house make orderliness almost automatic. Shallow top drawer in each unit has adjustable dividers. Three deep drawers of center unit have fixed dividers. All deep drawers have patented metal stabilizer for easy sliding. Sligh Furniture, designed by Herbert Ten Have.



How Privacy can increase your Living Space and improve your Climate

The Pace-Setter house enjoys privacy, lot-line to lot-line, with more square feet of outdoor living space on a city lot than you find on many country estates—and the best climate in the neighborhood or for miles around

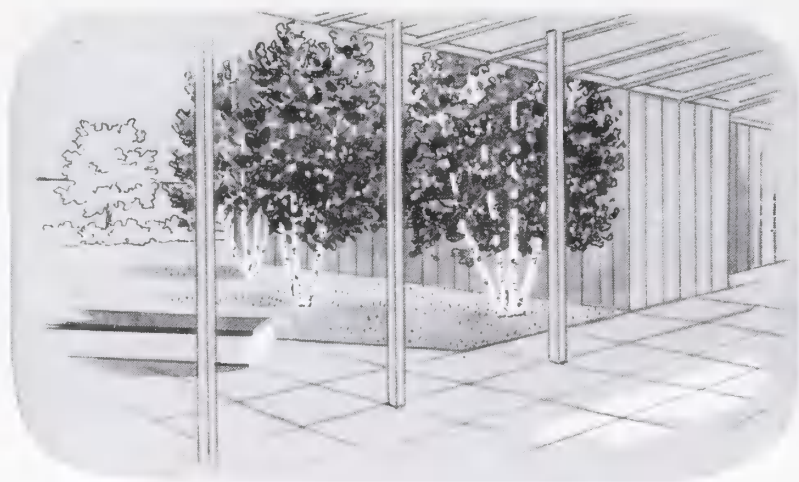
by Dr. Joseph E. Howland

House Beautiful's Garden Editor

No yard offers useful living room unless it has privacy. Grandmother may have wanted to sit outdoors and watch the world pass by, but today you want to *live* in your garden. So you don't want the world gazing at you.

The Pace-Setter house achieves privacy by careful orientation of the structure and the use of simple inexpensive fences. Study the plan opposite. There's none of the usual waste of a third of your lot for front lawn. It's all private *livable* space, except for a 15-foot strip needed for shade trees.

Now what's privacy got to do with your climate? Well, check the plan again. You'll see the big problem in San Mateo, Calif., is wind, too much wind from the west. So the house—which in itself functions as a privacy device—is designed and located so the wind is deflected up and over the yard (see page 92). Result: private living area is wind-free.



Privacy from garage and service. Garage is visible from house, but you are conscious only of trees (small scale, in clumps, not singly). Service yard is hidden in back corner of yard.

SKETCHES BY JOHN BRIMER

Privacy from street. Hospitable front entrance and planting hides fact all outdoor living space is private. Note stress on low maintenance outside fence: evergreen ground cover instead of grass to mow.



Line Stati

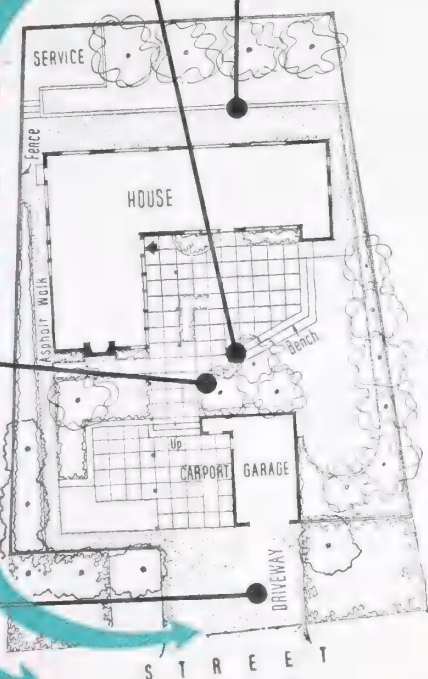
A new way of living—formal—the opposite of where everybody is—want to be possessed

Increased living space. Terrace, real heart of any garden, is more useful if paved (for quick drying after rain) and is supplied with ample seating that doesn't have to be taken in when it rains.



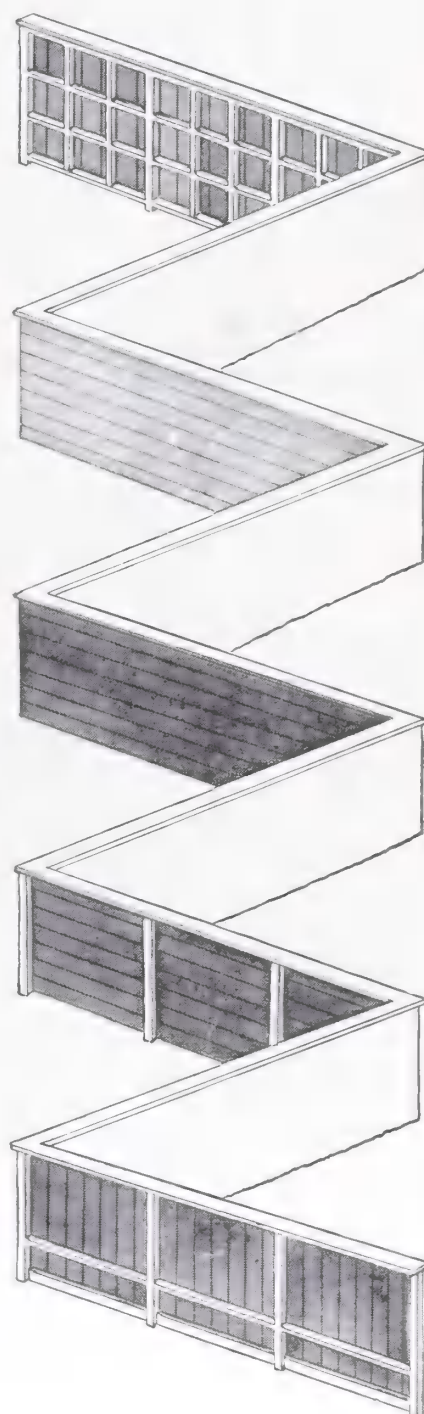
Privacy from neighbors. Dwarf fruit trees, plus wood fence, screen off neighbors at back of lot. Fence plus evergreen elms do same for neighbors on either side. Trees also cool yard considerably.

Garden designed by
Thomas Church
landscape architect



5 fence types in the Pace-Setter houses

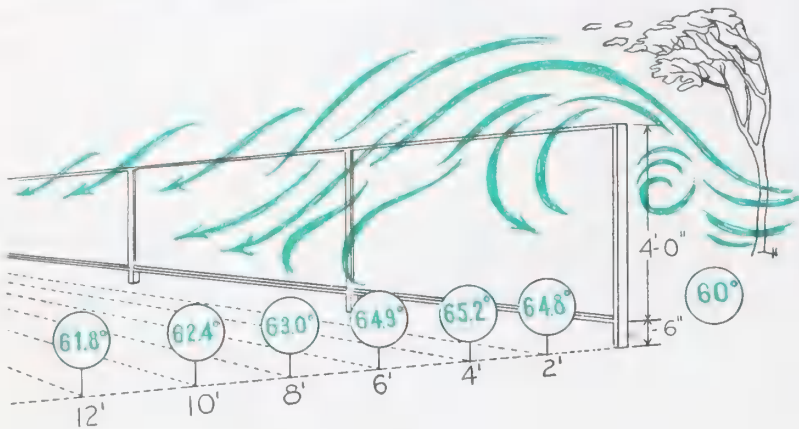
Fences don't have to be monotonous affairs. Simple changes—three structural and two by color—gave us five interesting designs



IF YOU MUST RELY SOLELY ON FENCES
FOR WIND CONTROL, TURN THE PAGE

How fences keep you warmer

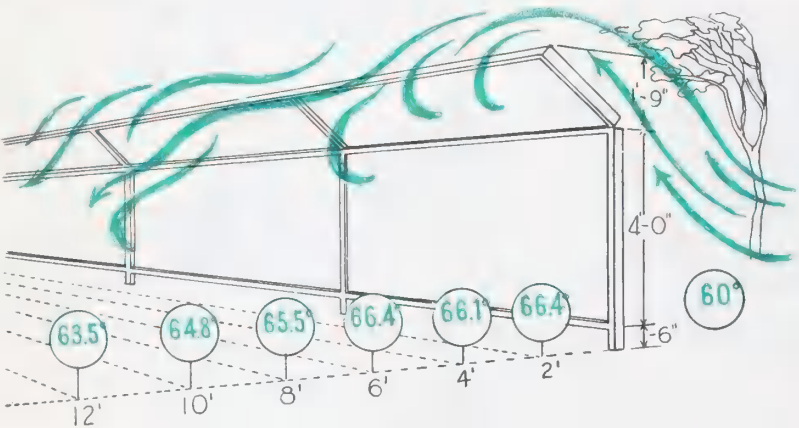
Based on data from tests made for "Sunset Magazine" by Gier, Dunckle, and Bremer at University of California Laboratory.



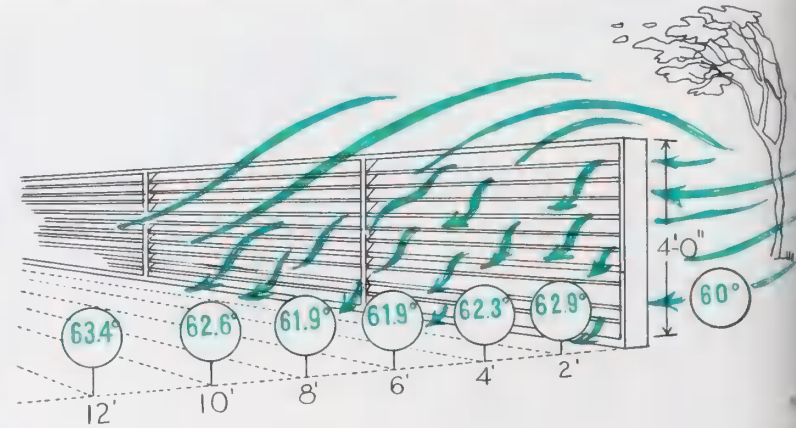
1. The chilling effect of wind is proportionate to its speed. So you'll be warmer in the lee of any fence. Scientists call this "comfort temperature." The solid fence was a surprisingly inefficient windbreak. Maximum warmth was at distance about equal to height.



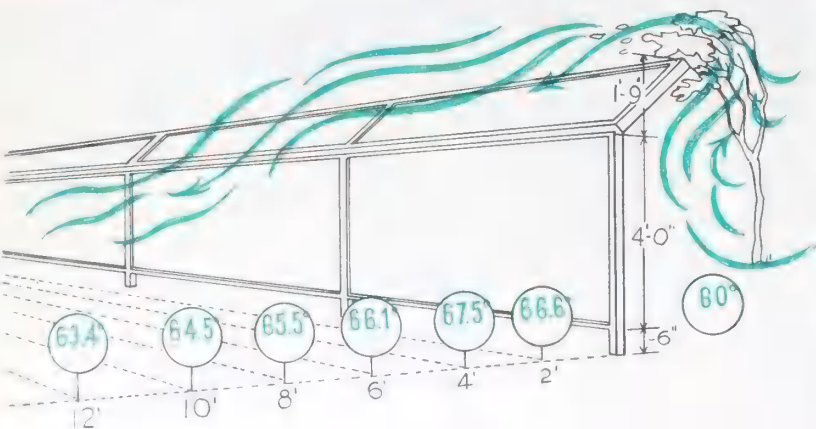
4. Horizontal louvers, tilted up away from wind, proved better, all-around windbreak than solid fence at left. Temperatures were not quite as high but protected area was wider. This fence would be good where wind velocities had to be reduced but ventilation kept.



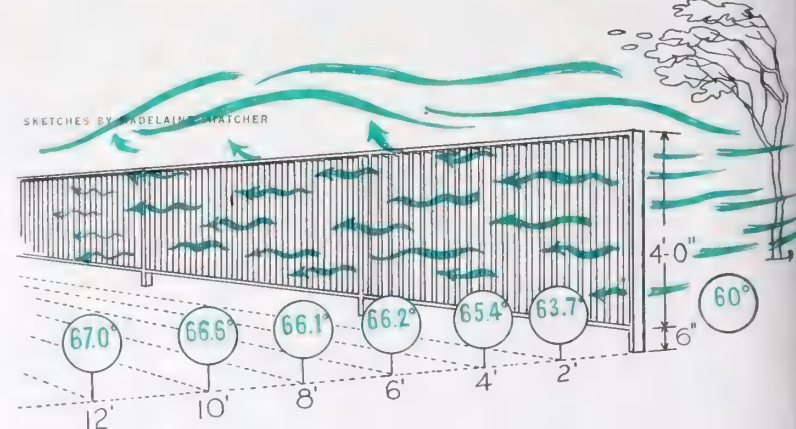
2. A sloping baffle added to top of solid fence increases protected area in lee quite a bit. You also get higher comfort temperatures than with fence above. This is due to way baffle deflects wind up in gentle arc, avoids downward, wave-like whirlpooling.



5. Tilt the louvers down, however, and you've got another kettle of fish. This makes the least effective windbreak of all fences tested because the louvers bounce the wind right down into the area to be protected. This is not a "warm" fence.



3. Slant the baffle toward the wind and you get somewhat smaller protected area. But note that, close in lee of fence, you get highest temperature readings in any fence tested: 67.5° F. Even at three times its height behind fence, protection was noticeable.



6. Vertical laths, spaced a half inch apart, made good windbreak. Although temperatures were fairly low in immediate lee, they rose steadily as you moved away. At a distance of three times its height, this fence gave best protection of all.

Visit House Beautiful's Pace-Setter houses—on exhibition May 27—Sept. 27.

(Complete details on page 168.)

The Station Wagon Way of Life

A new way of living has gradually come into being in America. It is casual, informal—the opposite of stuffy. It could only have happened in a democracy—where everybody is somebody. The people who practice this new way of life don't want to be possessed by their possessions. They want to live well—yet not be harnessed to maintenance work or upkeep expense This is a new attitude in world history. And it has had a deep effect on our manners and on the design of our homes. House Beautiful thinks the all-purpose station wagon symbolizes this way of life — literally as well as figuratively. The next 20 pages show you what the Station Wagon point of view is doing to our living habits and our homes.



What is the Station Wagon Way of Life?

You may be living it—even though

you don't actually own a station wagon

by Frances Heard

It is primarily a point of view—about the relation of one's self to other people, and about what is important in life.

It is a relaxed, casual point of view. Consequently, it is not practiced by people who are worried about their social status.

It produces a manner of living which is, above all else, convenient and easy. Followers of this way of life try to avoid possessions that are impractical, laborious, complicated, fussy, hard-to-maintain, or perishable. They are not sympathetic to "conspicuous waste," which was once so stylish.

It never attempts to be showy or ostentatious.

Yet it may be luxurious—though the presence of luxury never proclaims itself by being conspicuous.

It will very likely be plain and understated: for instance, the use of denim for clothes; percale sheeting for billowing, washable draperies; checked gingham for bedspreads; woven straw for table mats—all sturdy, common materials that can be used with dash and smartness.

It is a family point of view that says: "We, the family, matter most."

It is a country, suburban attitude, so it involves the pleasure of gardening, of having children, of romping with pets, of enjoying sports, of living outdoors whenever possible.

Consequently, it is synonymous with an appreciation of Nature. This produces a number of side-effects that derive from Nature—a liking for honesty in manners, in materials, in design.

Since it is a way of living that is easy, natural, and unaffected, its followers sincerely *like* to entertain, for they do not make parties a laborious chore. But these people tend to entertain in their homes—rather than in clubs or hotels. For they have arranged everything at home so comfortably and conveniently that they can offer better food and provide more congenial surroundings than can be found in public places. So Station Wagon Living is very gay and social.

Because the chief emphasis in the Station Wagon home is on increasing the enjoyment of family life, it has produced new techniques for living. As a result, social forms have been altered and changes made in equipment, architecture, decoration, landscaping.

These people like nice things—but they want them to be trouble-free. So they are constantly altering, experimenting, changing, and finally improving their way of life. These are *not* the folk who say: "What was good enough for Grandfather is good enough for me."

Because the families who practice the Station Wagon Way of Life have molded their manners and habits to suit themselves—instead of copying bygone ones from their ancestors—they have been a big influence in shaping the emerging American Style. Actually, the Station Wagon Way of Life is one of the *causes* behind the emergence of the American Style. For new manners always produce new modes.

On preceding page: John Engstead's photograph of a Station Wagon family—the young station wagoner by Adrian. 1950 Chrysler Smiley Wagon carries a Trimmer power window system of conveniences they use.

The station wagoner in the next two pages is by Cliff May. They are the first of the emerging American style of living.



**You can tell a station wagon family
by its house and furniture**

A room where you can dine in casual intimacy with the outdoors underlines the naturalness of station wagon living. Exposed beams in the sloped ceiling frankly reveal the structure of this unaffected house by Cliff May, while the furniture is a subtle blend of luxury with great practicality. Paul Frankl designs from Johnson Furniture Co.

The Station Wagon Way of Life

(continued)

Natural cork, quiet and resilient underfoot, is typical of the trouble-free materials used by people who refuse to be harnessed to maintenance. It makes an especially fitting background for tailored furniture in classic station wagon combination of medium-toned mahogany with light wood trim. Chest contains unsuspected conveniences shown on page 109.

You can step outdoors even from the bedrooms of this informal house. Sheer curtains of handwoven wool may be pulled across the window wall for privacy, but do not keep out the light (lower photograph). Another example of luxury materials put to practical use may be seen in the luggage-leather drawer pulls with brass mountings shown full scale below.

Fine things, easy to care for, appeal especially to these people who have no patience with fussy decoration or perishable materials. Instead of flimsy night tables they like roomy chests big enough for man-size lamps as well as books and flowers. "Station wagon" furniture by Paul Frankl for Johnson Furniture Co.



PAINTING OVER BED BY WILLIAM RANNEY.

COURTESY OF KENNEDY GALLERIES

KENCORK FLOORING FROM DAVID E. KENNEDY, INC.

PHOTOGRAPHS BY MAYNARD PARKER





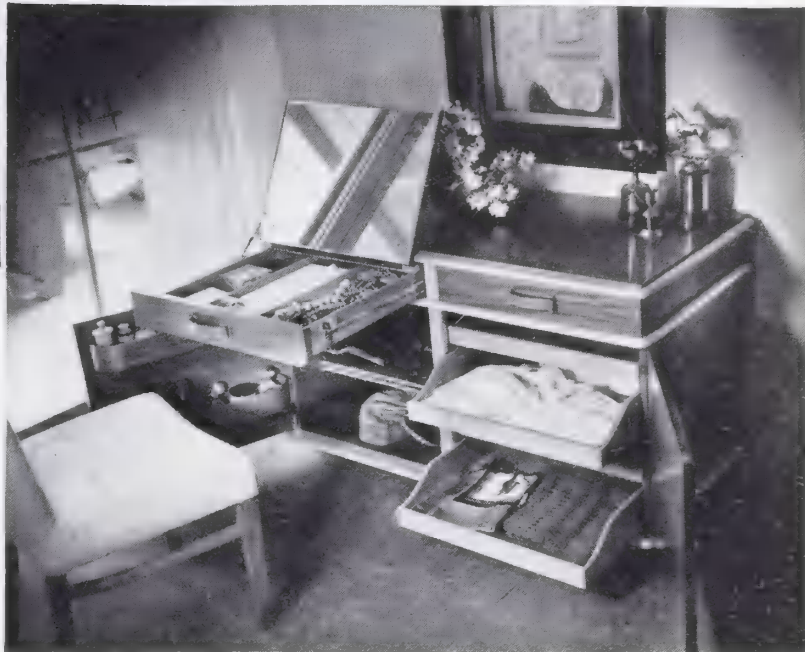


PHOTOGRAPHED BY MAYNARD PARKER IN HOUSE DESIGNED BY CLIFF MAY



People who don't want to be possessed by their possessions like to have furniture that pampers them. Drawer at upper left of this chest (also seen in color photograph on page 106) contains a pull-out vanity complete with lift-up mirror. Attached to cabinet door are racks for bottles.

PHOTOGRAPHS BY MAYNARD PARKER



The Station Wagon Way of Life

(continued)

Centuries ago anonymous designers worked out the chest-on-chest as an efficient way of packing lots of storage into small space. Still a good idea, it is reworked here in tailored, station wagon style. A natural accompaniment is wall-to-wall rag carpet, old in idea, modern in scale.



Furniture that works *for* you doesn't have to be complex in operation. What could be a simpler way of extending the dining table on the opposite page than adding one of these small tables at each end? Between parties they perform as serving tables: a pair comfortably serves four.

TWO PHOTOGRAPHS BY ROOKS



Station wagon families love to entertain because they do not make it a laborious chore. They are well equipped with conveniences like the bleached cork top of this table which needs no place mats. It is set with pottery plates from Richards Morgenthau, Inc., chicken casseroles from Dick Knox, "Chapel Bells" sterling by Alvin, napkins of Textron's Indian head. Potted geraniums sit in a wooden trough from Cannell & Chaffin. On the buffet: tureen from Grace Ellis, bowls from Richards Morgenthau.



FIVE PHOTOGRAPHS BY EDGAR DE EVIA

All of the main course is served on one tray

A man-size tray—it should measure 15 by 20 inches—will hold a full dinner including salad and butter. It is filled with food in the kitchen, then carried outdoors to be placed on dining table, individual table, or guest's lap.

Hosken tray of wood and fiberboard; Scammell's hotel china; American glass and stainless steel flatware, New Design, Inc.; carved wood salt and pepper shakers, Carole Stupell; Simtex cotton napkin. Top: wicker bread tray by Langbein and hurricane lamp of Imperial glass.

Station Wagon Families

Make Eating Outdoors Easy

People blessed with the American talent for simplification don't make a complex affair out of a meal on the terrace.

There is no elaborate spread involving dozens of trips from the kitchen. No servantless hostess has to spend her mealtime passing the salad bowl. And no one has to hop up and down to reach the salt or the butter.

Everyone can relax. Trays and accessories do the work.

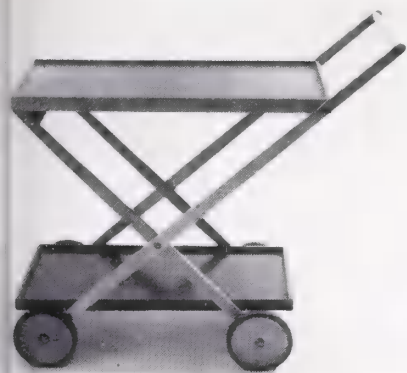




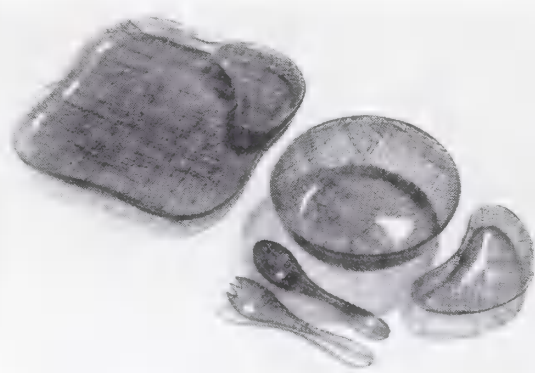
Everything for dessert comes out on a wagon

Two trips from the kitchen are all that are necessary for this easy kind of outdoor meal. When everyone is ready for dessert, it is wheeled out on a simple, sturdy wagon that takes door sills in its stride. It folds up when not in use.

Trimble folding aluminum cart: The Bar Mart. Top shelf: Winfield china in "Bamboo" pattern, Carole Stupell; wicker fruit tray by Langbein. Middle shelf: Winfield china cups and saucers; Chemex coffee maker. Bottom shelf: aluminum baking dish in wicker jacket, by Langbein.



PHOTOGRAPH BY MAYNARD PARKER



These will save work too

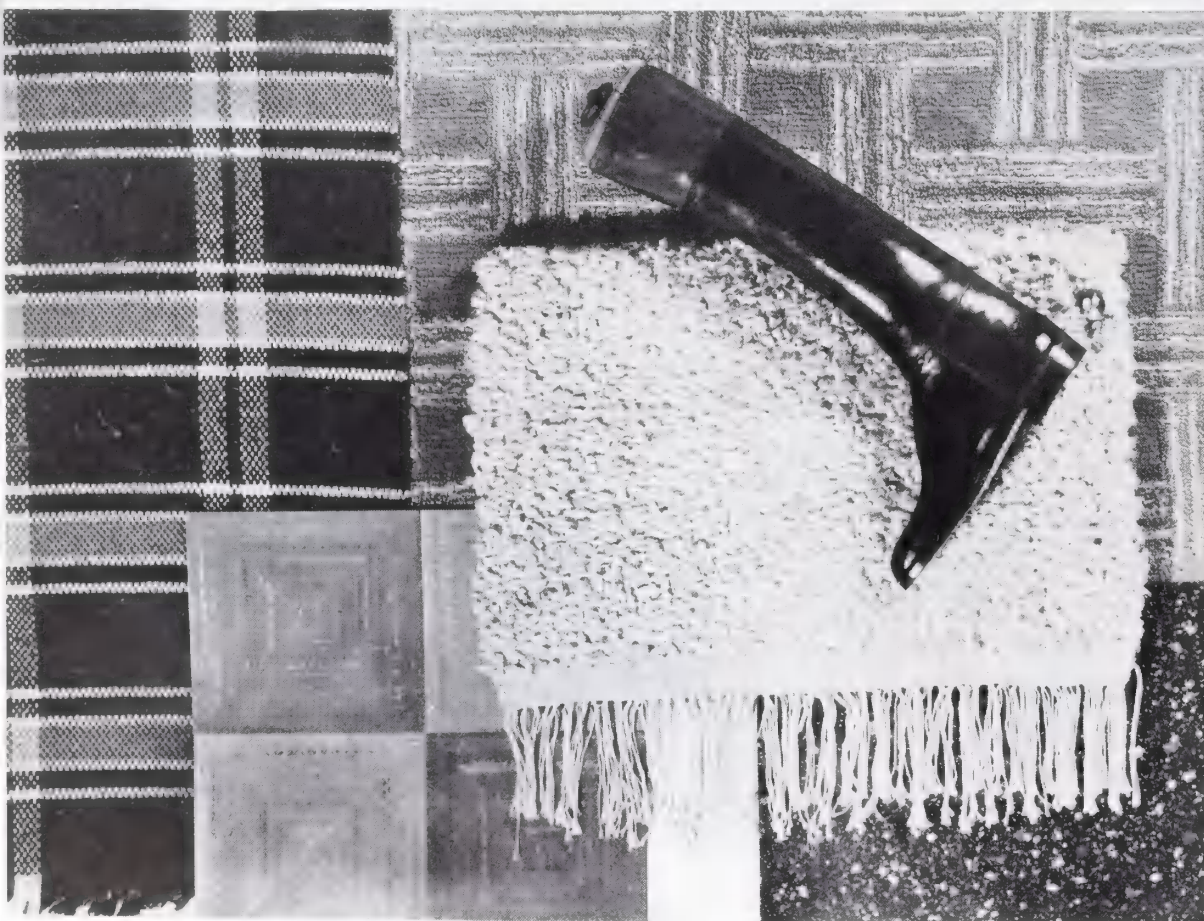
Left to right starting on opposite page: Howe folding table, 26½ inches high, fits comfortably over the lap. Folding wagon with birch frame, wicker trays, designed by Kurt Fetz for Devon Dennett Workshop, New Design, Inc. Outdoor chair with removable tray which fits over removable right arm, manufactured in California by Cliff May. "Boco Ratan" dishes and salad servers of hand-woven grass cloth imprisoned in plastic, Ilonda Products.

Station Wagon Homes
call for

Trouble-free Ingredients

Their owners shy away from fussy brocades and damasks.

They like things that are easy to keep up and make sense



PHOTOGRAPHS BY WILLIAM HOWLAND

*Floor coverings
that can take
heavy tramping*

by Sara Little

Perpetual cries of "keep off the rug" do little to brighten family life, so these people who spend lots of time outdoors want easily cleanable floor coverings. They like linoleum or washable rugs small enough to go in the washing machine.

Clockwise starting at upper left: washable cotton rag rug and washable cotton loop rug, both from Callaway Mills; hand-woven rug of nylon strips from America House; spatter-dash linoleum from Armstrong Cork Co; Pabco linoleum in square pattern with textured effect.



*Old ideas that still make sense—
brought up to date by a fresh approach*

Calico, gingham and patchwork are old-timers on the list of practical patterns because they look well in folds, cut up well for slipcovers. These modern versions are crisp and gay rather than quaint, and all of them are easy to clean.

Left to right: "Patchwork" glazed chintz, Decorative Fabrics, Inc.; crossbar gingham with metallic threads, Galey & Lord; "Leaf Fantasy" print with plastic coating, F. Schumacher; "Spatterdash" glazed chintz, Patterson Fabrics; "Mosaic" cotton print, J. H. Thorp.

*Rugged textures that are
unruffled by casual treatment*

Active family life and frequent entertaining means lots of hard wear for upholstered furniture. It must be covered with hardy fabrics that maintain smartness despite rough use.

Clockwise starting from hand: tweedy upholstery with metallic threads, Moss Rose Mfg. Co.; horsehair upholstery in medium-toned strie from Edith Hernandez; bold weave in two shades of wool, designed by Gloria Wasserman for Marie Nichols; textured ploid, Greeff Fabrics.



Trouble-free Ingredients

(continued)

Station wagon families

like simple patterns

that are scaled-up

Where they need dash and drama, station wagon families use gaily blown-up designs in lively colors, printed on down-to-earth materials like linen or sturdy nylon "press cloth."

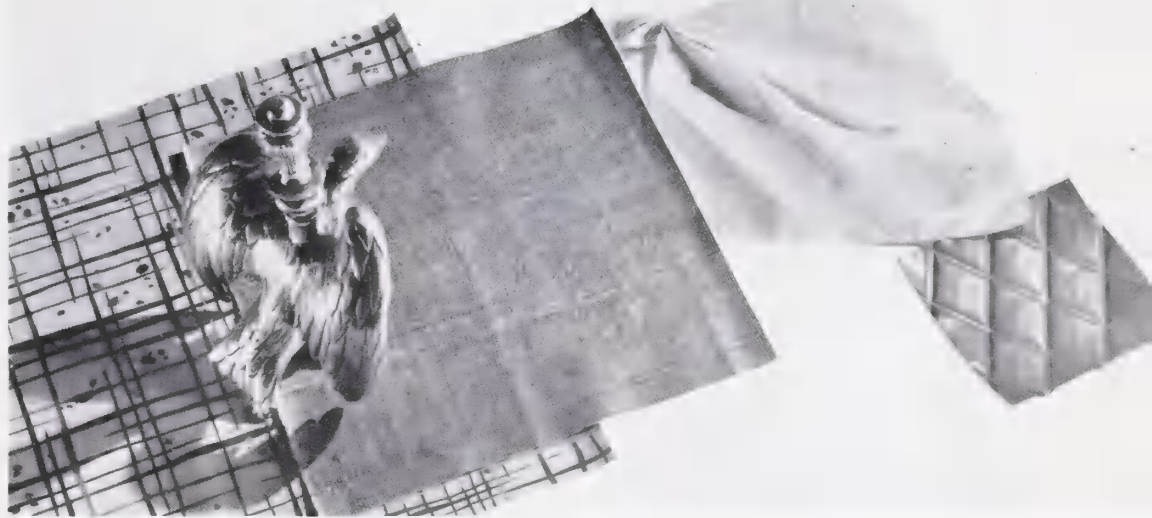
Top: "Carnival," a Design Unit hand print on linen, by Baldwin and Machado. Left: "Big and Little Leaves" printed on nylon press cloth, F. Schumacher. Right: "Fruits" hand print on linen from Patterson Fabrics.

Innovations that save work

leave plenty of time

for family fun

People who are not satisfied with what was good enough for Grandfather make the most of these products of modern technology—plastic upholstery, printed or textured, and practical nylon.



Left to right: "Rio" pattern printed on Boltflex; Vicrtex fabric-backed plastic upholstery with Madagascar straw texture, from L. E. Carpenter & Co.; sheer nylon pin-dot taffeta from Greeff Fabrics; Sealtuft quilted plastic, Jason Corp.

3 PHOTOGRAPHS BY ROOKS



Accessories with

grass-roots origins look most

appropriate in these homes

When they are looking for decorative accents, people who shun ostentation pass up the precious and the fragile for typically American designs wrought of common materials like copper and wood.

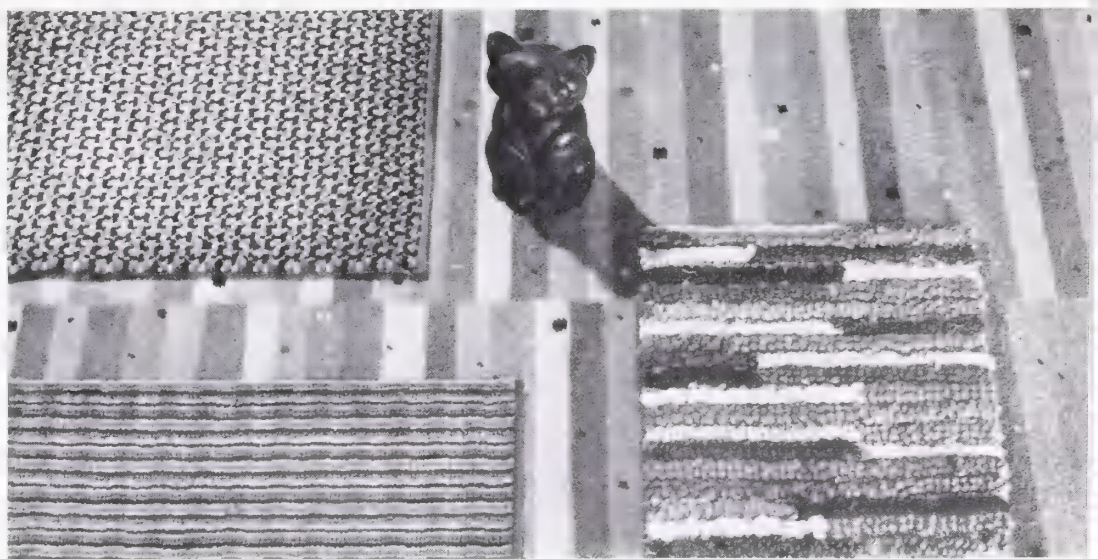
Left to right: American eagle weathervane, forged copper with vert finish, knotty pine base; "Curlew Decoy" in solid pine, base of dock piling; "School of Fish" cast in plastic composition, base of hardwood. All from Brach-Allen Studios.

Rugs that shrug off footprints

provide the comfort

without the work

People who like luxury underfoot but refuse to be harnessed to a perpetual grind of upkeep, pick wool rugs in patterns like these that don't show every passing mark or footprint.



Clockwise from upper left: Provincial pattern in James Lees's "Navarre"; "Repartee" random stripe with spatterdash, Edward Wormley design for Alexander Smith; "Splendor" loop textured stripe, Edward Fields; Lees's "Ranch House Modern."

The Station Wagon Set wants the Effect without the Work

You can have a lovely garden without being dedicated to it.

The secret is to choose plants that don't need a lot of attention.

Here are 16 flowers that thrive everywhere with a minimum of care

Everyone loves flowers. Most people like gardens. But many people hate *gardening*—the actual business of caring for a garden. They think gardening is too much work and not worth the trouble. But the Station Wagon set has discovered this isn't true. They know how to have an attractive garden without devoting all their spare time to it—and this doesn't involve hiring a professional gardener to do the work.

Here's how you can do it, too:

1. Choose the right plants—and not too many kinds. This doesn't mean you have to stick to out-dated varieties. On the other hand, don't go overboard for rare novelty kinds with fussy growing habits. For 1950 there are flower colors

and shapes undreamed. Today the petunia and zinnia, for example, have so many glamorous varieties that they are no longer social outcasts in smart gardens.

2. Use plants in groups, not singly. This avoids a spotty color effect, and makes possible a mutual support that helps in resisting winds and rains. Otherwise you have to stake your plants, a tedious job with unsightly results.

3. Keep the central part of your yard open so power tools are practical. Power is one of the biggest labor-savers.

4. Plant the sections for family living and entertaining mainly with permanent material—shrubs, evergreens, and interesting ground covers. Grow some flowers here for color, but have a cutting garden, too. (Continued on page 119)

Start with these four hardy flowers, guaranteed to live and bloom for years without attention



Iris

May-June



Peony

June



Daylily

July-August



Chrysanthemum

September-October

by Dr. Joseph E. Howland

1950 950 711-13 Garden Editor

Iris never fails to bloom

Iris take care of themselves. They thrive in any soil and can get by on skimpy rations of sunlight (as little as 6 hours a day), though they bloom most freely when in hottest sun. Iris pests are unknown in most parts of the country, elsewhere are easy to control. Station wagon: Chevrolet.





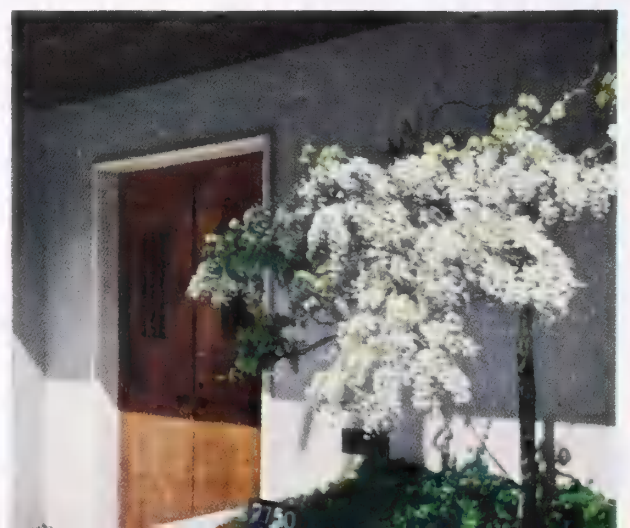
PHOTOGRAPHS BY MAYNARD PARKER

Dahlias for a colorful fall garden

Dahlias fell into disfavor a decade ago because the blooms had become so big—dinnerplate size—that the plants were top-heavy and useless in the garden. But for 1950 there are dozens of useful, small kinds.

For effect—a showy, flowering vine

Wisteria, trumpetcreeper, and clematis are spectacular in bloom. Order tree form of wisteria if space is limited. Wisteria is especially winter-hardy and pest-resistant. Thomas Church, landscape architect.



The 1950 roses are easy to grow

Modern roses, especially the floribunda type, are quite able to fend for themselves in your mixed border of flowers. So don't deprive yourself of roses because you can't afford the space for a special rose garden.

the Effect without the Work

(continued)

In return you get a garden that has no off-seasons—a quiet place to forget the tensions of the day, a place to eat meals outdoors or to entertain easily and comfortably, a place to sunbathe or to play.

Because this kind of station wagon gardening banishes off-season bareness, you now can plan a party with assurance your garden will look attractive, even glamorous, on the appointed date. You can cut flowers freely, even lavishly for use indoors.

(Continued on page 201)

Add these bulbs—sure to bloom, anywhere, in any soil

SKETCHES BY JOHN BRIMER



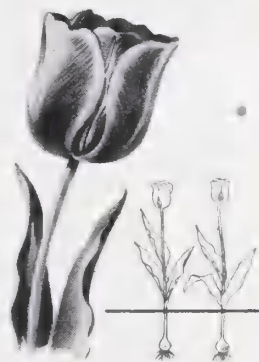
Dahlia

August-September



Gladiolus

July-September



Tulip

May-June



Daffodil

April-May

Count on these shrubs for big flower show, spring to fall



Rose

June-September



Forsythia

April



Japanese Quince

April-May



Lilac

May-June

These flowers are easy to start from seeds each year



Zinnia

July-September



Petunias

June-October



Marigold

July-October



Cosmos

July-September

Station Wagon Living revolves around the Kitchen

*To cope with the diverse activities
of a spirited family, a kitchen
really has to be good—like this one*

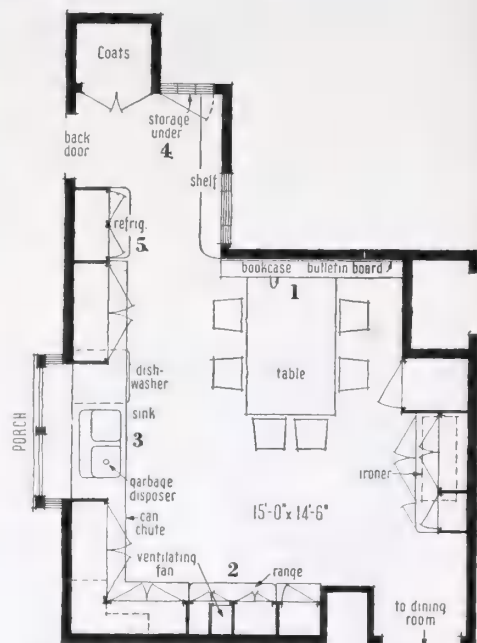
by Charlotte Conway

The casual, informal way of life that has come into being puts tremendous demands upon a kitchen. It has to perform a multitude of different functions, and perform them around the clock.

Mr. and Mrs. Barry Stuart took stock of the kitchen in their Grand Rapids, Mich., home not long ago, found it was no more equal to their needs and those of their four children than an old Model T Ford would be. They are a busy, close-knit, energetic family, with many divergent interests. They like good food and they like to serve it at home to friends of all ages who drop in unexpectedly, or who are invited for some special occasion. But they have no intention of devoting their entire lives to what is only one department of living. Their remodeled kitchen might not work for you. But it demonstrates the kind of planning which leads to comfortable, convenient living.



1. Here's the living area, where all six of the family can eat informally. The children can study. Mother can refer to her cookbook or ledger, phone the grocer or listen to the radio. The big bulletin board is the perfect family communication system for the posting of messages, invitations, projects.



Planned as carefully as an assembly line, work centers follow a logical sequence, save steps. Tools are stored where they are used.



2. The center of the cooking section is the big Roper gas range. To make work easy, serving counters are at both sides. utensils are stored nearby. Note how easy it is to serve from range to table, to clean up from table to sink. Some walls are Cyrus Clark chintz, others painted yellow; yellow Armstrong linoleum counters, green floors.

MORE ABOUT THIS KITCHEN ON THE NEXT PAGE

ALL PHOTOGRAPHS BY MAYNARD PARKER



Things needed for cooking and serving are all near the range. Pots on sliding shelves, tins and platters in files are all within reach.



Just as accessible are canned goods for every-day use, mixes, seasonings. Marble counter insert is perfect for preparing baked goodies.



Flour, sugar, baking tins, spoons, spatulas are in drawers right at baking center to make kitchen work for you, rather than vice versa.

Station Wagon Living

(continued)

*Better your home
Better your living*



3. The clean-up section is convenience personified. Because it is so compact, a minimum of steps, motions, and time is required to get the dishes washed and out of the way. From the table, they are scraped into the Hotpoint Disposall, then loaded into the Hotpoint dishwasher, and that's all there is to it. Note wide window sill, really a serving shelf to simplify serving meals on the porch beyond.

Cleansers and detergents, towels and dish cloths, sink brushes, and such are stowed out of sight under the sink. On one door, a paper bag is ready for bottle caps, string, heavy paper, such things as should not go into the Disposall. No matter who does the cleaning up, it takes but a few minutes. Typical of enlightened kitchen equipment, this saves cleaner-upper time and energy.

4. The back entry is engineered to cope with the paraphernalia of four children. A closet for school and play coats, shelves for rubbers, galoshes, skates, tennis rackets saves tramping mud and dirt through the house. A shelf along one wall has four dividers, so each child has a section to himself for school books. When it's time to study, the big table is handy. When the school bell rings, there's no hunting for books, papers.



5. The Hotpoint refrigerator is well sized to meet the needs of a family of six without crowding and consequent disorder. When the adjacent counter is not in use for food preparation, it's handy for unloading food from the refrigerator.

PHOTOGRAPHS BY MAYNARD PARKER



Makings of school lunches are all together next to the refrigerator. Sandwich board, bread box, spreads and fillings can be reached with practically one motion. Vegetable bins are ventilated and removable.



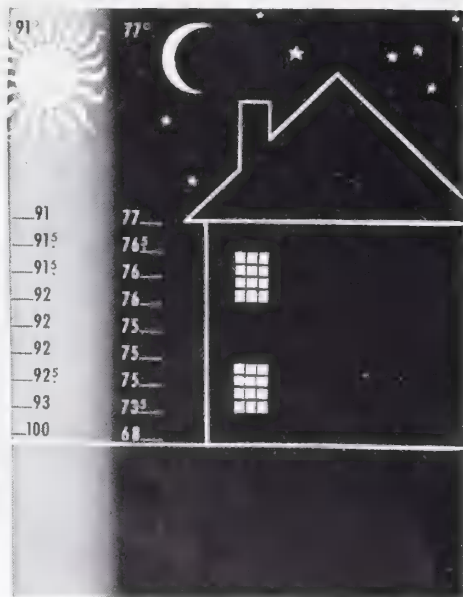
Day-to-day food needs in one spot save steps. Shelves over refrigerator hold dry cereals, sandwich spreads, jellies, and dressings. The big refrigerator itself has plenty of tall space for milk and Coke bottles, big ice cube supply, and space for frozen foods kept on hand.

MORE PICTURES ON PAGES 134-135

Wind Control in Hot Weather

You'll never have a sleepless night because of the heat if you find some cool air and get it into your house. It can be done in old or new houses

by Wolfgang Langewiesche



Big secret of summer comfort

Cool air at night is yours for the asking. Right at ground level, air always hottest in daytime, coldest at night. Values shown are for a typical August midnight. 300 feet above the ground, there is no day-night difference in air temperature.

Wind control gives you a milder winter, an earlier spring, a longer autumn. Naturally you ask: "Doesn't it give you a hotter summer?" It does not.

Remember the big idea: cool winds from the northwest, hot-weather winds from the southwest. If you block your cold winds, the hot-weather winds can still have a clear run. But the question is: How much summer wind do you really want?

Let's back off for a moment and get a little perspective. How do we really get summer comfort? First of all, by proper shade. A house needs a wide, overhanging roof, a shade tree in the right place—that sort of thing. Secondly, by proper insulation and the intelligent use of materials. At all costs keep the *material* of the house from getting hot. Once your walls and ceilings are hot, you're sunk. You're then sitting in a radiant-heating oven and no amount of wind can make you really comfortable. Wind comes only third. And if the house is designed right, you don't need an awful lot of it.

Here is why: Once the air gets warmer than, say, 85° F., it loses most of its cooling power. Your skin is about 85°, and how can 85° air cool an 85° skin? True, a hot summer wind does cool you, but mostly via perspiration. Your skin is moist, and the evaporation of moisture is what cools you. Now, if you get more wind than you need to keep your skin just almost-dry, it doesn't do you much good. It merely makes your skin feel dry and hot. It is hard on the complexion—ask any woman in western Kansas. Also, it blows too much dirt into the house. The faster the air flows, the more dirt it can carry—and it usually does. It carries plenty near the big cities in the East and near the dry, dusty fields of the Wheat Belt.

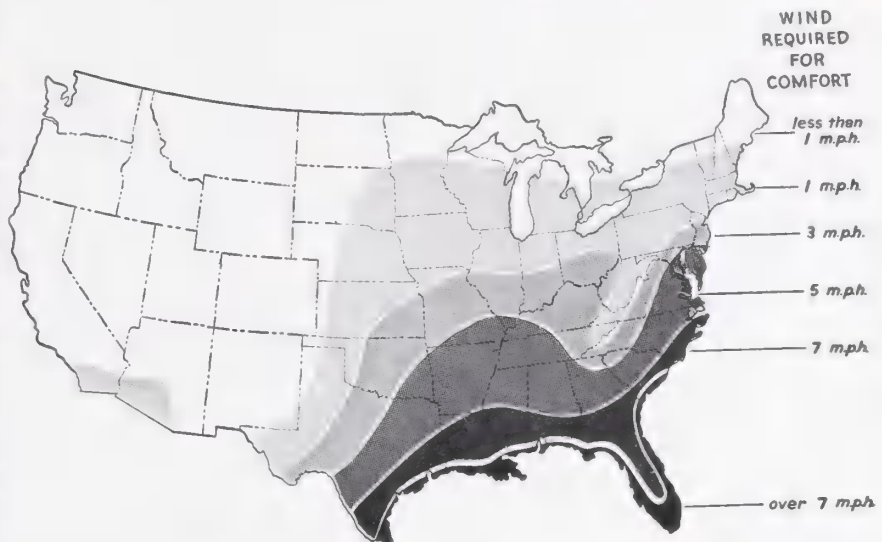
The summer wind you want, therefore, is not a stiff breeze, shooting in one window, out the other. You want a constant slight breeze, just enough to pick up all the moisture from your skin, but no more. You want it all through the house—no pockets of dead air anywhere. You want it all the time, so there's no oppressive calm, day or night.

In the dry parts of the country, Kansas, Nebraska, the whole Southwest, the hot-weather wind is dry, and it takes very little breeze to do the job. You have very much more than you need. You may want wind-breaks not only against northwest winds, but against southerly winds, too. In the regions with humid summer heat—the Gulf Coast, Florida, the Eastern Seaboard—you need a little more wind. But there, too, wind is plentiful in summer in the daytime. During the typical heat waves of New York and Washington, for instance, it is quite windy in the daytime. Your problem is not how to *get* wind, but how to *use* it. Your architect must design your house so (Continued on page 154)

What does this map mean?

Wind plays a different role in different parts of the country. Basic fact: In hot weather, you want *just enough* wind to pick up all the perspiration from your skin. *Less* wind makes you feel damp and hot. *More* wind makes you feel dry and hot and annoys you. The muggier the air, the faster it must move over your skin and your clothes to keep you comfortable. In the muggiest zone, you need an air movement of about 7 m.p.h., much of the time. Your house should be open and breezy. You need electric fans.

In less muggy zones you need less wind. In the Kansas City-Chicago-New York City belt, an air movement of about 1 m.p.h. is all that does you any real good most of the time. In the dry, hot parts of the country (white on this map) you need very little wind—less than 1 m.p.h. most of the time. Your house and garden may well be designed to slow the wind down, even the summer wind.



A map of mugginess

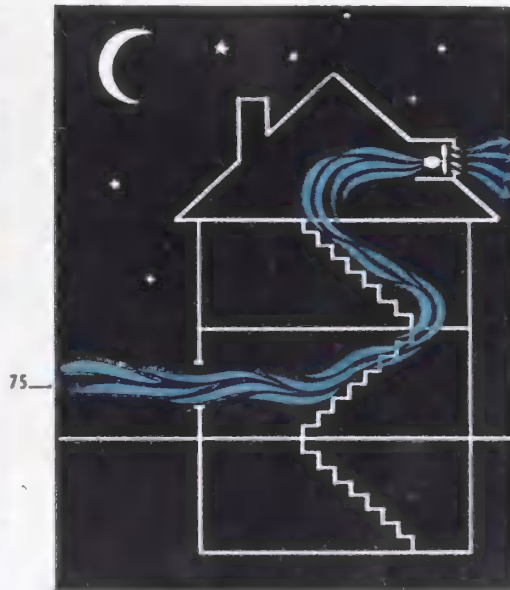
This map shows the average "vapor pressure" prevailing during July and August. Vapor pressure is the scientific term for that old debbil, heat-and-humidity. You might also call it "mugginess." The blacker an area on this map, the muggier is its summer. High vapor pressure keeps perspiration from evaporating readily. Therefore, it does not cool you as it should; you feel sticky and hot, and want more breeze. The muggier your area, the more you need big, powerful fans.

SKETCHES BY JO KOTULA



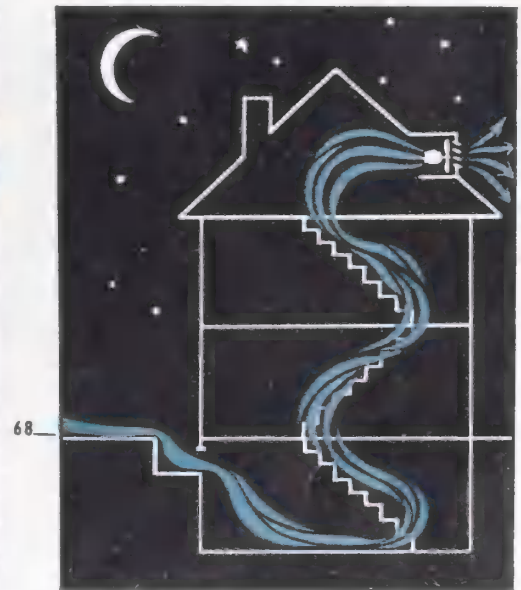
Not much help

Open windows on the bedroom floor afford little relief on hot nights. Air is too warm (76°), because it is taken from too high a level above the ground. Besides, hot summer nights are usually almost calm, and not enough breeze comes in your windows.



Much better

An attic fan that sucks cool night air into the house is better for two reasons: The fan makes the air move when the natural wind is too slack. And the air taken in through ground floor windows is cooler (75°) than the air at second floor level.



Best of all

Combine an attic fan with air intakes that are *really* low. The coolest air (68°) lies right on ground surface, not within feet, but within inches and half-inches of the ground. Temperatures shown here are for midnight. By sunrise, lowest may be 58°.

The American Dream:

-as much luxury as possible
-for as little money as possible



Like all dreams, this one won't come true by just wishing. You have to do what this Connecticut family did—work at it. They parked their prejudices, studied all the advanced techniques in home building, and then applied them. Result: 2,152 sq. ft. of luxury for \$25,000

by Laura Tanner

Henry F. Miller, Architect

The young couple who built this house went about it with all the thoroughness and determination of a scientific expedition. From shopping for the land to shopping for the shrubbery, they followed a calculated program. For example, they wanted a wooded, countrified, south slope, but it had to be on a bus line (they were a one-car family), and it had to have city water (a well and pump in those parts could easily cost \$1,500). They wanted low taxes but they also wanted good public schools. They wanted snow-plowed roads, but not the noise or smell of traffic. They wanted all the snug winter comfort of traditional New England houses, but they also wanted summer comfort in an area where the dog days are quite as oppressive as in Memphis, Tennessee. They wanted fine space and gave up fine finishes to get it.

(Continued on page 129)



Hillside house makes the most of its hill.

Too many houses on sloping lots try to show a patch of lawn toward the street, even if it means a three-story foundation in the rear. This house makes no such error. It cleverly exploits its steeply sloping land so that from the moment you enter the top floor entry (right) you are aware of the slope beyond you. The living room on the lower level runs the full length of house.

SERGE CHARCOUNE PAINTING FROM YALE UNIVERSITY ART GALLERY



COLOR PHOTOGRAPH
BY WILLIAM HOWLAND



An oak buffet and a 36" chest, backing the sofa, divide living and dining areas of this pleasant room. A trio of chests, 15" high, forms seat along window wall. With a variety of horizontal or vertical fronts, chests avoid pattern monotony. All wood pieces and open-arm-chairs shown in this house are Sligh Furniture. Curtains and covers on foam rubber cushions are from Louisville Textiles, Inc. Green leather chair is from Shearman Bros.



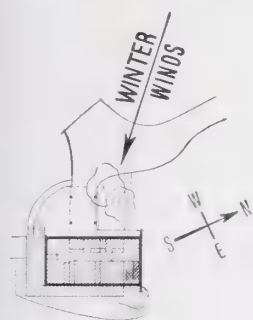
PAINTING, YALE UNIVERSITY ART GALLERY. SCULPTURE, FERARGIL GALLERIES



The American Dream:

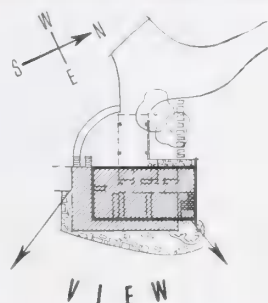
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It wasn't easy to find a lot that fulfilled all their requirements. In fact they bought a sloping tract



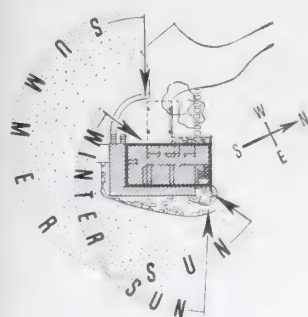
most people would have considered hopeless. But it had bus service, city water, moderate taxes, plus a view to the south and east and good trees. The architect made a virtue of the slope by building at the

top, as close to the street as zoning allowed. He designed a two-story house, but, by sinking the north-west corner into the ground, he arranged it so the entrance is on the top floor. This had many advantages: it screened the bulk of the house from cold winter winds (above) and permitted all rooms on both floors to face away from the street and toward view (right). By placing living area on lower level, architect kept them in intimate relation to a big new terrace on east and south sides of the house. Since this was also the direction of winter



sun (left), all rooms have an equal break. To protect lower windows from summer sun, balcony opens out from all bedrooms. This arrangement meets another family requirement — comfort the year round. Insula-

tion, good heating and double glazing do the trick in winter. A flat, water-cooled roof and plenty of big openings bring comfort in summer. So using climate control gave them comfort at low cost.



Here is a room that really serves. It is living room, dining and playroom. Here, with dropleaf table and chairs pushed back against windows, Tocky plays within earshot of her mother busy in kitchen. Here, a formal dinner can be served with all the amenities of a separate dining room. Above, draperies are drawn to shut out disturbing reflections cast at night on 41 feet of window wall. This makes for coziness in bleak weather, as does the carpet which is not a necessity with radiant heated floors.

The Owner Tells All

The total building cost for our house, including all items normally let on a general contract and including 10% contractor's profit, was . . . **\$25,000.**

Our house, which you see on these pages, contains 1,866 sq. ft. of living area and 858 sq. ft. of covered porches, overhangs, and carport. Rating all such non-enclosed spaces as costing one-third as much as enclosed space, the house adds up to 2,152 sq. ft., giving a . . . **Cost per square foot of \$11.62.**

If you are more accustomed to cubic-foot costs, the total cubage of the house comes to 20,177 cu. ft., giving a . . . **Cost per cubic foot of \$1.24.**

The above figure includes water supply, 1,000-gallon oil tank, electric service, septic tank and field, and all grading. It does not include such items as driveway, the flagstone terrace and stone retaining wall, the landscaping cost, and architect's and engineer's fees. (In other words, it excludes all items normally assumed by the owner, independent of the general contract.)

In view of the difficult nature of the site, the necessity of some rock excavation and the rather greater-than-average cost of bringing in the services, I feel that we have achieved quite a bit for our money—particularly when you consider such fairly lavish items as the indoor planting bed with its water supply and drain; the water-cooled roof; the use of top-quality plumbing fixtures; and our five six-foot-long wardrobe cabinet units, each with the equivalent drawer space of a good-size dresser.

Also, our costs include such luxuries as all-steel kitchen base and wall cabinets; wall-to-wall carpeting in all bedrooms and hallway; the custom-built steel stairway, and the balcony and sun-deck accessible from each bedroom.

Not included in our costs are the following items: Electric sink-dishwasher and garbage disposer. Ten cu. ft. refrigerator with freezing compartment. Automatic laundry. Two-oven electric range. The cost of these items was about \$1,700.

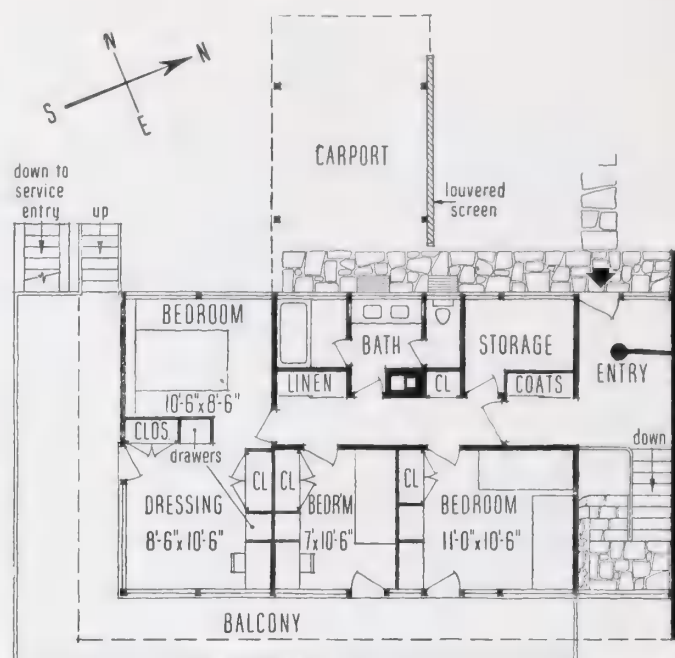
Also, for your information, the flagstone terrace and stone retaining wall came to about \$600, and the driveway cost about \$450.

Planting, up to now, is about \$300, though we are far from done. Give us another couple of years on this. The land cost \$1,000. The heating engineer's fee was \$50. The architect's fee was about \$2,000 and, of course, cheap at double the price.



The American Dream

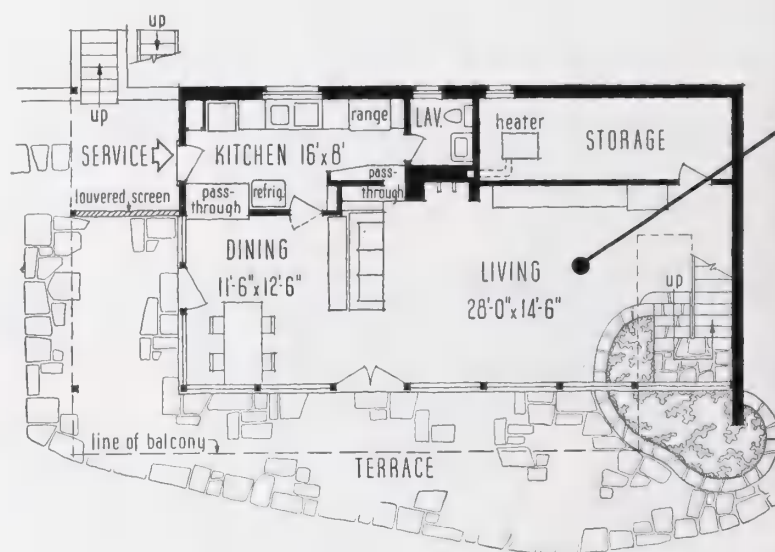
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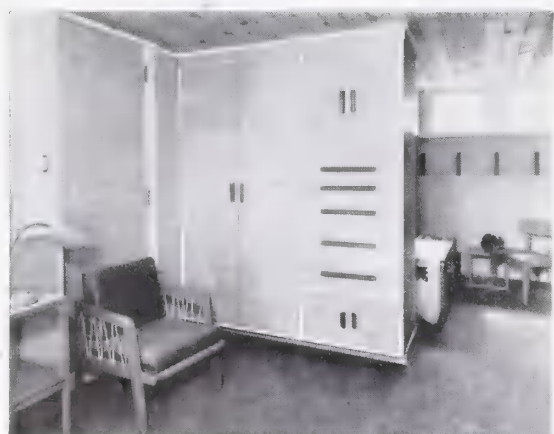
Entrance is on upper floor. Here, by placing the big, three-way bath along street side, the east and south walls are freed for bedrooms. All open onto a balcony which gives same outlook as terrace below.



The kitchen, compact but complete, has a small paved service yard to south (see plan, right). And, to save housewife needless trips to front door, there's a two-way inter-communication system.



Living floor is on lower level. Here a living-dining room runs entire length of house. Its two glass walls command a big, flagged terrace with southern exposure, view and privacy from street traffic.

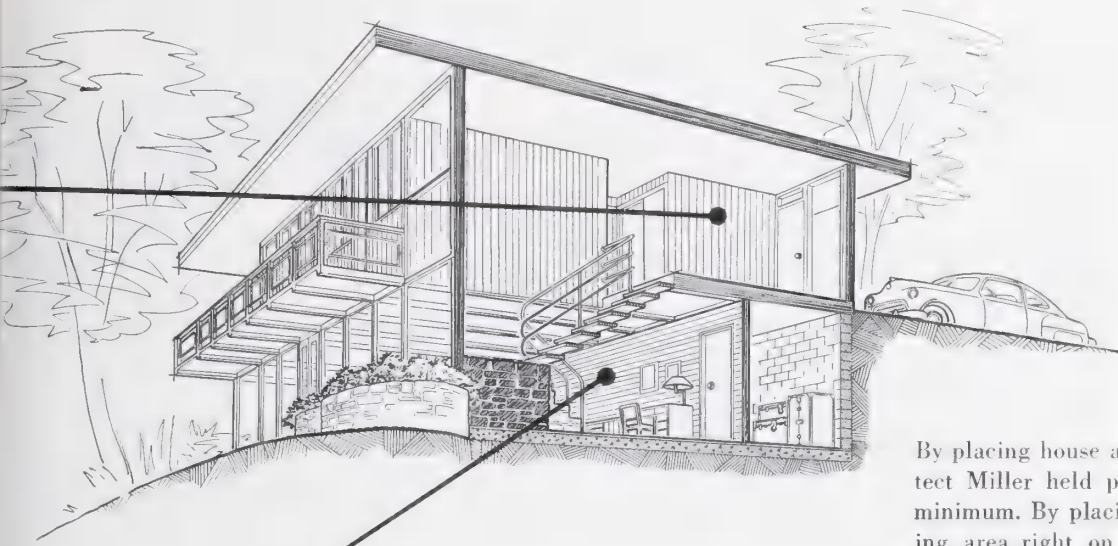


Master bedroom is divided into two compartments by custom-built storage units. Here you are looking from southeast "sitting room" into sleeping area. Note line of transom sash for ventilation.

When every view is a pictureful of color and pattern, you understate interior furnishing. Here, off-white mesh curtains and simple, forthright furniture do not contend with nature outside.

PHOTOGRAPHS BY WILLIAM HOWLAND



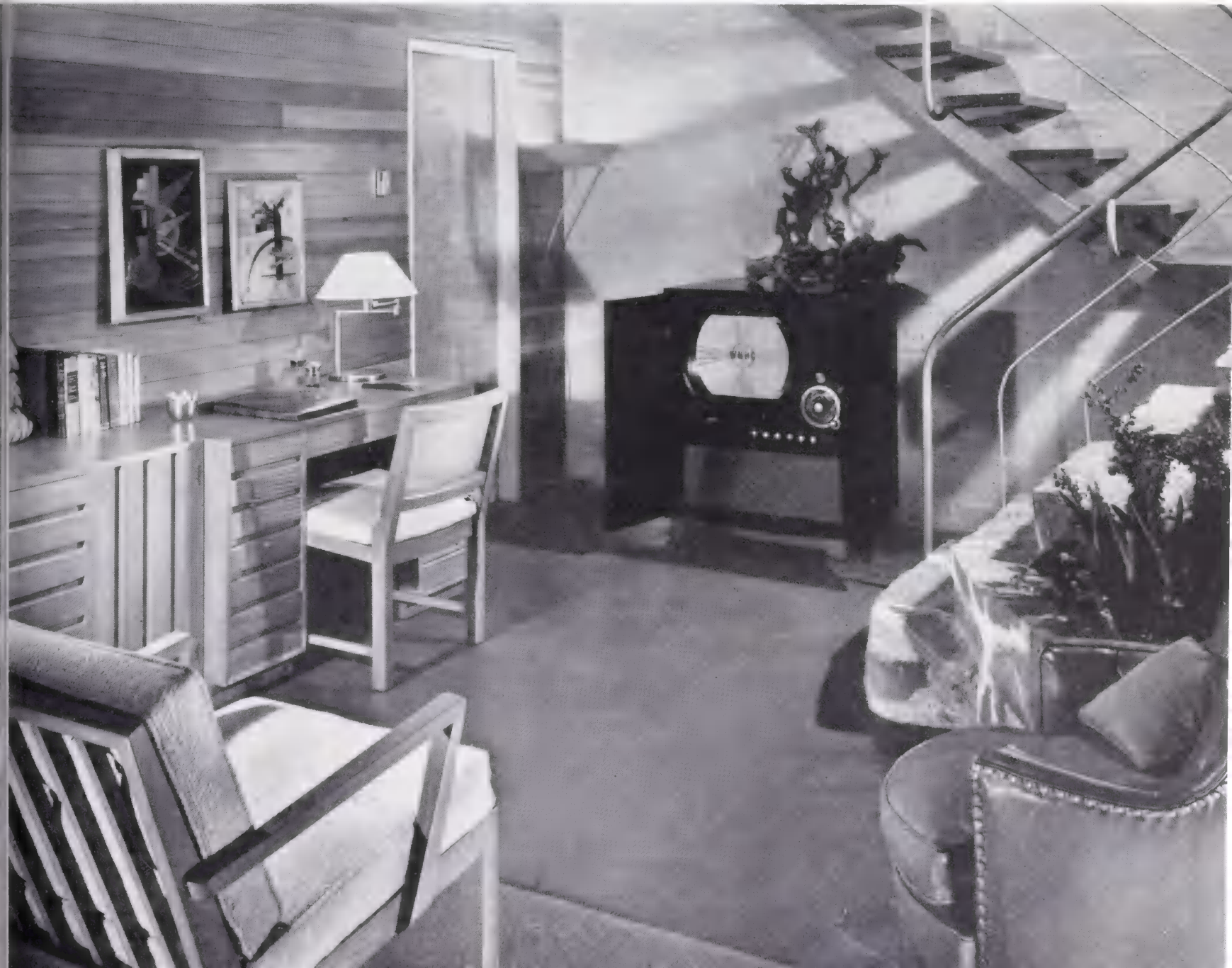


By placing house as close to street as law allowed, Architect Miller held piping, paving, and snow removal to a minimum. By placing entrance on upper level, he put living area right on ground at the "rear." And then, by putting all his glass along that side, he won southern exposure, view and privacy for every room in house.

SEE PAGE 167 FOR FURNISHINGS AND CONSTRUCTION DETAIL.

At the other end of this purposeful living room is a writing and television area. When armchair and swivel chair are turned about, whole room is focussed on Dumont set. Sligh Furniture desk has three shallow drawers, four medium, and one deep enough for files or portable typewriter.

PAINTINGS BY KANDINSKY FROM YALE UNIVERSITY ART GALLERY



Afraid
to use
color?



PHOTOGRAPH BY JO

See Utah!

By Louisa M. Comstock

**You'll lose all your inhibitions
about color when you see what
Nature's done with it in
the gaudy canyons of the West**

Utah's color schemes antedate your own by, roughly, several million years. Yet they are as modern as you, perhaps, never dared to be. For here color is boldly laid on, cunningly played up by texture, light, and scale. You'll wonder, looking out over the ignited reds of Bryce Canyon to the cobalt of the Aquarius Plateau beyond, how you ever passed up that wallpaper as too daring, or hesitated to upholster in contrast.

Utah is, of course, colorful in many ways that have nothing to do with the ferrous oxides that dye her southern canyons so red a red. Many of those same canyons are also geological timepieces, and as thrilling to science as to the senses. In her dry sands are preserved invaluable records of prehistory, from trilobite to dinosaur to cliff-dweller. And history herself has strewn her highways with familiar landmarks. Today's traveler can retrace the patient steps of determined priest, the (Continued on page 148)

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Station Wagon Living

CONTINUED FROM PAGE 123

Planning alone is not enough for a kitchen geared to really serve the family. In addition, it takes the best mechanical aids the market provides and the budget permits. These not only do the work quicker and do it better, but they eliminate the drudgery which used to make slaves of housewives. The resulting physical and mental relief guarantees energy and enthusiasm for other interests.



Electric mixers do so many things that they are one of the greatest boons to the busy housewife. But too often they do not pay their way because they are stored out of easy reach. Here the Mixmaster has its own cupboard at working height and right at baking center.



The cupboards shown closed, above, and opened, directly opposite, do not look large or as if they took up much kitchen space. Yet they combine a number of kitchen needs: a space for cleaning materials, a place to iron, and a place near refrigerator for mixing drinks.



Out of the way when not in use, the ironer pulls out easily when it's needed. A hanger on the inside of the cupboard door above is a convenient spot to hang blouses and shirts; flat things go right on counter. Hangers and laundry are ready then to put away easily.

ALL PHOTOGRAPHS BY MAYNARD PARKER



Trays, glasses, drink-mixing ingredients, knives, bottle openers, make a refreshment center all by themselves. Hospitality is easy and convenient. Small shelves in far left cabinet hold cleaning materials within sight. Above are assorted handy vases and flower holders.
(Continued on next page)

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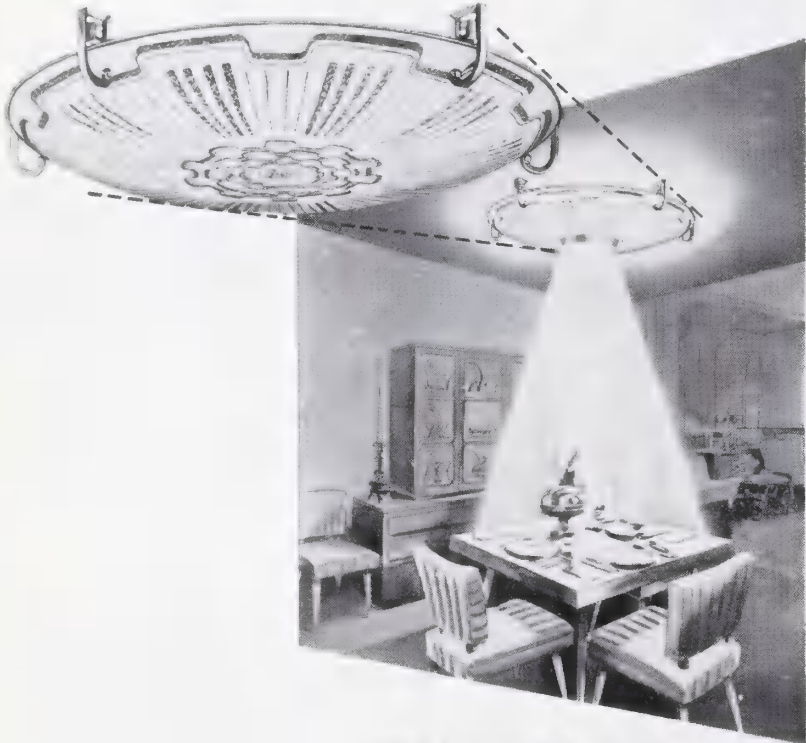
STATION WAGON LIVING

CONTINUED FROM PRECEDING PAGE



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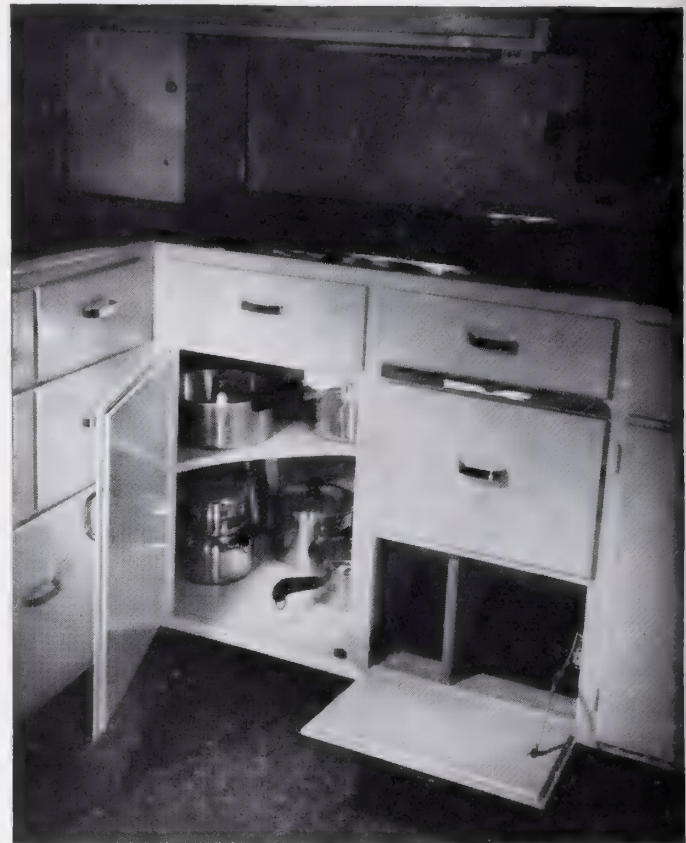
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Near the sink, drop-down door gives access to chute for tin cans, empty glass jars, and larger things to be disposed of. Down they go to a container in the cellar beneath, where they are removed periodically. Light in cupboard at left goes on when door opens.

PHOTOGRAPHS BY MAYNARD PARKER



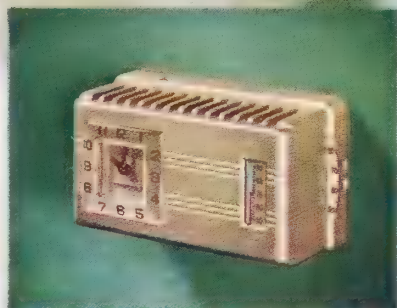
A puppy's-eye view of the Blow-Fan ventilator shows the duct in cabinet over range and blower fan above. This draws off steam, odors, any sooty soil that might result from cooking. It carries them outside before they can permeate the kitchen or any other room.



- ① In the Living Rooms Area
- ② In the Sleeping Rooms Area
- ③ In the Recreation Area

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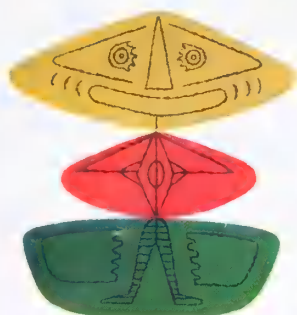
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B The dainty design of "Bayberry Quilt" on the draperies is balanced by "Bayberry Stripe" on the cornice and spreads, and its colors accented by sprig green quilted "GLOSHEEN" on top of the beds.

C "Pompadour" at the windows and cornice and canopy of "Pompadour Stripe," magenta "GLOSHEEN"—plain on the chair, quilted on the bed—make a striking combination.

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WYOMING
Cheyenne.....The Colonnade Shop
Sheridan.....Brouillette's
CANADA
Montreal, Que.....T. Eaton Co., Ltd.
Toronto, Ont.....T. Eaton Co., Ltd.
Windsor, Ont.....C. H. Smith Co., Ltd.

Bayberry

ALABAMA
Birmingham.....Burger-Phillips
ARIZONA
Phoenix.....Barrow's Furn.
ARKANSAS
El Dorado.....McWilliams Hdwe. & Furn. Co.
CALIFORNIA
Crenshaw.....Albert's
Long Beach.....Albert's
Pasadena.....Albert's
Sacramento.....Weinstock-Lubin
San Diego.....Walker's
Santa Ana.....Macy's
Santa Monica.....Henshey's
COLORADO
Boulder.....Dolby's
Denver.....Daniels & Fisher
Fort Collins.....State Dry Goods
CONNECTICUT
Hartford.....Brown Thomson, Inc.
Middletown.....Caulkins and Post, Inc.
Stamford.....Mill End Shop
DISTRICT OF COLUMBIA
Washington.....Lansburgh & Bros.
FLORIDA
Jacksonville.....Cohen Bros.
GEORGIA
Atlanta.....Rich's, Inc.
ILLINOIS
Decatur.....Miller-O'Neill
Evanston.....Lord's, Inc.
Galesburg.....Kellogg & Drake Co.
Marionville.....The Sally Shop
Oak Park.....Oak Park Slipcover

Peoria.....Block & Kuhl
Park Ridge.....Mohr's
Quincy.....Stipe Co.
Rockford.....Viking Shade Co.
Springfield.....Streator
Streator.....Metcalfe's Furn.
Taylorville.....Ross Bulpitt
Woodstock.....Woodstock Dry Goods
IOWA
Burlington.....Buettner Furn.
Decorah.....Goetch's
Davenport.....M. L. Parker Co.
INDIANA
Hammond.....E. C. Minas Co.
Hammond.....Goetch's
Lafayette.....Reifer's Furn. Co.
South Bend.....Geo. Wyman Co.
Warsaw.....L. E. Carter Dept. Store
KANSAS
Coffeyville.....H. W. Read
Dodge City.....Eckles Bros.
Hutchinson.....Peques Wright D. G. Co.
Manhattan.....Cole's
Salina.....Stiefel Store
Topeka.....Crosby Bros.
Wichita.....Geo. Innes Co.

Plymouth.....Buttner Co.
Winchester.....Dorothy Ellis
MICHIGAN
Battle Creek.....Vogue Shoppe
Detroit.....The J. L. Hudson Co.
Kalamazoo.....Vogue Shoppe
Wyandotte.....Lucille's Linen Shoppe
MINNESOTA
Austin.....James Drapery Shop
Duluth.....F. S. Kelly Co.
Hibbing.....Herberger's
Minneapolis.....Dayton Co.
MISSOURI
Cape Girardeau.....Rust & Martin
Clayton.....Famous Barr Co.
Kansas City.....Duff & Repp Furn. Co.
Kansas City.....Macy's
St. Joseph.....Hirsch Bros.
St. Louis.....Famous Barr Co.
Sedalia.....C. W. Flower Dry Goods
Springfield.....Sedgwick Furn. Co.
NEBRASKA
Fremont.....Schweser's
Grand Island.....S. N. Wallbach & Sons
Lincoln.....Norman's
NEW YORK
Buffalo.....Wm. Hengeler Co.
Mt. Vernon.....Reliable Silk Store
New York.....Bloomingdale's
New York.....Duplex Curtain Co.
New York.....Stern Bros.
Fresh Meadows.....Bloomingdale's
Syracuse.....Sylvia's Fabric Shop
White Plains.....Saxon Fabric Shop
NEW JERSEY
Newark.....L. Bamberger & Co.

Trenton.....Swern & Co.
NORTH CAROLINA
Greensboro.....Martin's Furn. & Carpet Co.
NORTH DAKOTA
Fargo.....De Lendrecies
OHIO
Bucyrus.....Lamb's
Cincinnati.....Shillito's
Cleveland.....Halle Bros.
Columbus.....F. G. & A. Howald Co.
Dayton.....Rike Krummer Co.
Findlay.....C. W. Patterson & Son
Greenville.....Eddie A. Spielender
Hudson.....Dodd's Dept. Store
Lancaster.....Chas. P. Wiseman
Middletown.....Rathman-Troup Furn. Co.
Shaker Heights.....Kinslee Shop
Toledo.....Lamson's
Willoughby.....Wm. Meil Dept. Store
OKLAHOMA
Enid.....Herzberg's
Oklahoma City.....Harbour Longmire
Ponca City.....Glenn Paris & Sons
Tulsa.....Vandever's
PENNSYLVANIA
Stroudsburg.....A. B. Wyckoff, Inc.
SOUTH DAKOTA
Sioux Falls.....Donahue's
Watertown.....Davey Furn. Co.
TENNESSEE
Nashville.....Cain-Sloan Co.
TEXAS
Austin.....T. H. Williams & Co.
Corpus Christi.....Lichtenstein's

Dallas.....Titche-Goettinger Co.
Dallas.....Jennings's Furn. Co.
Ft. Worth.....Stripling's
Harrisburg.....Crossland Furn. Co.
Hillsboro.....Martin-McDonald Co.
Houston.....Stower's Furn. Co.
Huntsville.....The Grand Leader
Longview.....McWilliams Hdwe. & Furn. Co.
San Antonio.....Joe's
Tyler.....Mayer & Schmidt
Waco.....Cox's
Wichita Falls.....Chick Drapery Shop
VIRGINIA
Danville.....Leggett's Dept. Store
Norfolk.....Smith & Welton
Richmond.....Thalhimer Bros., Inc.
Roanoke.....S. H. Heironimus
WASHINGTON
Seattle.....Bon Marche
Yakima.....E. T. Windross Int. Dec. Co.
WEST VIRGINIA
Clarksburg.....Parsons-Souders Co.
Huntington.....Ray Krieger's
WISCONSIN
Burlington.....Black's Studio
Milwaukee.....Gimbel's
Racine.....W. J. Lange & Son
Wausau.....Winkelmann
WYOMING
Sheridan.....Brouillette's
Cheyenne.....The Colonnade Shop
CANADA
Montreal, Que.....T. Eaton Co., Ltd.

Pompadour

ALABAMA
Birmingham.....Burger-Phillips
Huntsville.....Dunnivant's
ARIZONA
Phoenix.....Barrow's Furn.
Tucson.....Emporium of Tucson
ARKANSAS
Arkadelphia.....B. W. McCormick Co., Inc.
Texarkana.....Ben F. Smith D. G. Co.
COLORADO
Boulder.....Dolby's
Denver.....Daniels & Fisher
Fort Collins.....State Dry Goods
CONNECTICUT
Bridgeport.....Davidson's, Inc.
Danbury.....The Evelyn Shop
DISTRICT OF COLUMBIA
Washington.....Lansburgh & Bros.
FLORIDA
Jacksonville.....Cohen Bros.
GEORGIA
Atlanta.....Rich's, Inc.
ILLINOIS
Decatur.....Miller-O'Neill
Evanston.....Lord's, Inc.
Galesburg.....O. T. Johnson
Rockford.....Car-Pet-Line Store, Inc.
Springfield.....John Bressmer
Washington.....Herbst Furniture
INDIANA
Anderson.....Fair Dept. Store

Elkhart.....Ziesel Bros.
Hammond.....Jim Brown Drapery
Indianapolis.....Wm. H. Block Co.
La Porte.....The Boston Store
Peru.....Senger Dry Goods Co.
South Bend.....Geo. Wyman Co.
Warsaw.....L. E. Carter Dept. Store
IOWA
Burlington.....J. S. Schramm Co.
Decorah.....Goetch's
Des Moines.....Younger's of Iowa
Ft. Dodge.....Gates Dry Goods
Grassland.....Kiple De Prenger Co.
Ottumwa.....Kiple De Prenger Co.
Waterloo.....Black's
KANSAS
Coffeyville.....H. W. Read
Dodge City.....Eckles Bros.
Hutchinson.....Peques Wright D. G. Co.
Manhattan.....Cole's
Salina.....Stiefel Store
Topeka.....Crosby Bros.
Wichita.....Geo. Innes Co.
KENTUCKY
Louisville.....The Fabric Shop, Inc.
Paducah.....Watkin's
LOUISIANA
Ardmore.....A. B. Rawlins Furn. Co.
Baton Rouge.....Dalton's
Lake Charles.....Muller Co.

Monroe.....Masur Bros.
New Orleans.....Maison Blanche
Opelousas.....Abdalla's Furn. Store
Ruston.....Lewis & Co., Ltd.
Shreveport.....Hemenway's
MARYLAND
Baltimore.....May Co.
MASSACHUSETTS
Boston.....Jordan Marsh Co.
MICHIGAN
Ann Arbor.....Goodyear's
Battie Creek.....Vogue Shoppe
Detroit.....The J. L. Hudson Co.
Drayton Plains.....Drayton Home Furn.
Flint.....Smith Bridgman Co.
Grand Rapids.....Van-Den-Berg-Bros.
Holland.....De Vries & Dornbos
Jackson.....C. E. Kennedy Draperies
Kalamazoo.....Vogue Shoppe
Muskegon.....The Mar Allen Shop
Wyandotte.....Lucille's Linen Shoppe
MINNESOTA
Hibbing.....Herberger's
Minneapolis.....The Dayton Co.
St. Cloud.....Fandel's
St. Paul.....Schuneman's
MISSOURI
Cape Girardeau.....Rust & Martin
Clayton.....Famous Barr Co.
Kansas City.....Duff & Repp Furn. Co.
Kansas City.....Macy's
St. Joseph.....Hirsch Bros.
St. Louis.....Famous Barr Co.
Sedalia.....C. W. Flower D. G.
Springfield.....Sedgwick Furn. Co.
NEBRASKA
Fremont.....Schweser's
Grand Island.....S. N. Wallbach & Sons
Lincoln.....Norman's
NEW YORK
Binghamton.....Fowler, Dick & Walker Co.
Buffalo.....Wm. Hengeler Co.
New York.....Bloomingdale's
New York.....Duplex Curtain Co.
New York.....Stern Bros.
Rochester.....Lauer Furn. Co.
White Plains.....Saxon Fabric Shop

New York.....B. Altman
New York.....Atlas Bedsread
New York.....Stern Bros.
Yonkers.....Reliable Silk Store
NORTH CAROLINA
Greensboro.....Morrison-Neese
OHIO
Akron.....Baker & Stauffer
Cincinnati.....Shillito's
Cleveland.....Halle Bros.
Columbus.....F. G. & A. Howald Co.
Dayton.....Rike Krummer Co.
Defiance.....Harding's
Delaware.....Blair-Kelley Furn. Co.
Findlay.....C. W. Patterson & Son
Fostoria.....Eddie A. Spielender
Lima.....Gregg's, Inc.
Marion.....H. Schaffner & Co.
Ravenna.....Miller's
Springfield.....Ed Wren Store
Toledo.....Lamson's
Zanesville.....Walter N. Mees
OKLAHOMA
Enid.....Loomis Furn. Co.
Ponca City.....Glenn Paris & Sons
Tulsa.....Vandever's
PENNSYLVANIA
Media.....DuBarry Fabrics
Pittsburgh.....Joseph Horne Co.
SOUTH CAROLINA
Anderson.....G. H. Bailes Co.

TENNESSEE
Chattanooga.....The H. P. King Co.
Chattanooga.....Heller's
Knoxville.....S. H. George & Sons
Memphis.....Rhodes-Jennings Furn. Co.
Nashville.....The Harvey Co.
TEXAS
Austin.....T. H. Williams & Co.
Dallas.....Fakes & Co.
Dallas.....Hughes Drapery Center
Ft. Worth.....Fakes & Co.
Houston.....Stower's Furn. Co.
Huntsville.....Grand Leader
San Antonio.....Joske's
Tyler.....Jay Harley Co.
Wichita Falls.....North Texas Furn. Co.
VIRGINIA
Petersburg.....Rucker-Rosenstock
Roanoke.....S. H. Heironimus
WISCONSIN
Wausau.....Winkelmann
Milwaukee.....Gimbel's
WYOMING
Cheyenne.....The Colonnade Shop
Sheridan.....Brouillette's
CANADA
Montreal, Que.....T. Eaton Co., Ltd.
Toronto, Ont.....T. Eaton Co., Ltd.
Windsor, Ont.....C. H. Smith Co., Ltd.

Johnny Appleseed

ALABAMA
Birmingham.....Burger-Phillips
ARIZONA
Phoenix.....Barrow's Furn.
ARKANSAS
Arkadelphia.....B. W. McCormick Co., Inc.
El Dorado.....McWilliams Hdwe. & Furn. Co.
Fayetteville.....Barrett Quality Shop
CALIFORNIA
Crenshaw.....Albert's
Long Beach.....Albert's
Los Angeles.....Bullock's
Pasadena.....Weinstock-Lubin
San Diego.....Walker's
Santa Ana.....Macy's
COLORADO
Boulder.....Dolby's
Denver.....Daniels & Fisher
Fort Collins.....State Dry Goods
CONNECTICUT
Hartford.....C. Funk & Sons, Inc.
New Haven.....Edward Malley Co.
Waterbury.....Windsor Curtain Shop
DISTRICT OF COLUMBIA
Washington.....The Hecht Co.
Washington.....Lansburgh & Bros.
GEORGIA
Atlanta.....Rich's, Inc.
IDAHO
Boise.....The Mode, Ltd.
Idaho Falls.....Peterson's
IOWA
Boone.....Riekenberg Co.
Cedar Rapids.....Kilian's
Davenport.....M. L. Parker Co.
Des Moines.....Salmon's
Newton.....Salmon's
Ottumwa.....Kiple De Prenger Co.
Ottumwa.....Younger's
ILLINOIS
Champaign.....F. K. Robeson
Chicago.....John A. Colby & Son
Decatur.....Quigley's Furn. Store
Elgin.....Ackemann Bros.
Galesburg.....Kellogg & Drake
Moline.....The Isabel Shop

Peoria.....Block & Kuhl
Quincy.....Kemper's
Rock Falls.....Frank Reiter
Rockford.....Charles V. Weise
Streator.....Metcalfe's Furn.
Taylorville.....Ross Bulpitt
Washington.....Herbst Furniture
INDIANA
Auburn.....Schab & Bros.
Cincinnati.....Goodman's
Decatur.....Nibleck Co.
Evansville.....Fabrics Center
Ft. Wayne.....The Boston Store
Fort Wayne.....Wolf & Desauer
Greensburg.....Miner Dry Goods Co.
Hammond.....Edward C. Minas Co.
Indianapolis.....Wm. H. Block Co.
Kokomo.....Wm. H. Turner Co.
Lafayette.....Loeb's, Inc.
La Porte.....The Boston Store
Logansport.....S-K Dept. Store
New Albany.....Reisz Furniture
Peru.....Senger Dry Goods
Richmond.....Lawler's
South Bend.....Geo. Wyman Co.
Terre Haute.....Ferguson & Son Dec.
Wabash.....P. K. Dept. Store
Warsaw.....L. E. Carter Dept. Store
KANSAS
Coffeyville.....H. W. Read
Dodge City.....Eckles Bros.
Hutchinson.....Peques Wright D. G. Co.
Manhattan.....Cole's
Salina.....Stiefel Store
Topeka.....Crosby Bros.
Wichita.....Geo. Innes Co.
KENTUCKY
Covington.....J. R. Coppin
Lexington.....Aims S. Moore Shoppe
LOUISIANA
Baton Rouge.....Dalton's
Lake Charles.....Muller Co.
Monroe.....Masur Bros.
New Orleans.....Maison-Blanche
Ruston.....Hemenway's
MARYLAND
Baltimore.....The May Co.
MASSACHUSETTS
Boston.....Jordan Marsh Co.

Boston.....R. H. White Co.
Plymouth.....Buttner Co.
Winchester.....Dorothy Ellis Co.
MICHIGAN
Ann Arbor.....Goodyear's
Battie Creek.....Vogue Shoppe
Detroit.....The J. L. Hudson Co.
Drayton Plains.....Drayton Home Furn.
Flint.....Smith Bridgman Co.
Grand Rapids.....Van-Den-Berg-Bros.
Holland.....De Vries & Dornbos
Jackson.....C. E. Kennedy Draperies
Kalamazoo.....Vogue Shoppe
Muskegon.....The Mar Allen Shop
Wyandotte.....Lucille's Linen Shoppe
MINNESOTA
Hibbing.....Herberger's
Minneapolis.....The Dayton Co.
St. Cloud.....Fandel's
St. Paul.....Schuneman's
MISSOURI
Cape Girardeau.....Rust & Martin
Clayton.....Famous Barr Co.
Kansas City.....Duff & Repp Furn. Co.
Kansas City.....Macy's
St. Joseph.....Hirsch Bros.
St. Louis.....Famous Barr Co.
Sedalia.....C. W. Flower D. G.
Springfield.....Sedgwick Furn. Co.
NEBRASKA
Fremont.....Schweser's
Grand Island.....S. N. Wallbach & Sons
Lincoln.....Norman's
NEW JERSEY
Morristown.....East Orange Mill End
Newark.....L. Bamberger & Co.
NEW YORK
Astoria.....B. Berkowitz
Binghamton.....Fowler, Dick & Walker Co.
Buffalo.....Wm. Hengeler Co.
Fresh Meadows.....Bloomingdale's
New York.....Duplex Curtain Co.
New York.....Stern Bros.
Rochester.....Lauer Furn. Co.
White Plains.....Saxon Fabric Shop

New York.....B. Altman
New York.....Atlas Bedsread
New York.....Stern Bros.
Yonkers.....Reliable Silk Store
NORTH CAROLINA
Charlotte.....Dorsey's, Inc.
Elizabeth.....Weaver Textile Co.
Raleigh.....Weaver Textile Co.
NORTH DAKOTA
Fargo.....DeLendrecies
OHIO
Ashland.....The Home Co.
Bucyrus.....Lamb's
Cincinnati.....Rentzsch's
Cleveland.....Halle Bros.
Columbus.....F. G. & A. Howald Co.
Dayton.....Rike Krummer Co.
Defiance.....Harding's
Delaware.....Blair-Kelley Furn. Co.
Findlay.....C. W. Patterson & Son
Fostoria.....Eddie A. Spielender
Lima.....Gregg's, Inc.
Marion.....H. Schaffner & Co.
Ravenna.....Miller's
Springfield.....Ed Wren Store
Toledo.....Lamson's
Zanesville.....Walter N. Mees
OKLAHOMA
Ardmore.....A. B. Rawlins Furn. Co.
Enid.....Loomis Furn. Co.
Oklahoma City.....Harbour Longmire
Ponca City.....Glenn Paris & Sons
Tulsa.....Vandever's
PENNSYLVANIA
Lancaster.....Westenberger-Maley & Myers
Pittsburgh.....Joseph Horne Co.
Reading.....Pomeroy's, Inc.

Yonkers.....Reliable Silk Store
NORTH CAROLINA
Charlotte.....Dorsey's, Inc.
Elizabeth.....Weaver Textile Co.
Raleigh.....Weaver Textile Co.
NORTH DAKOTA
Fargo.....DeLendrecies
OHIO
Ashland.....The Home Co.
Bucyrus.....Lamb's
Cincinnati.....Rentzsch's
Cleveland.....Halle Bros.
Columbus.....F. G. & A. Howald Co.
Dayton.....Rike Krummer Co.
Defiance.....Harding's
Delaware.....Blair-Kelley Furn. Co.
Findlay.....C. W. Patterson & Son
Fostoria.....Eddie A. Spielender
Lima.....Gregg's, Inc.
Marion.....H. Schaffner & Co.
Ravenna.....Miller's
Springfield.....Ed Wren Store
Toledo.....Lamson's
Zanesville.....Walter N. Mees
OKLAHOMA
Ardmore.....A. B. Rawlins Furn. Co.
Enid.....Loomis Furn. Co.
Oklahoma City.....Harbour Longmire
Ponca City.....Glenn Paris & Sons
Tulsa.....Vandever's
PENNSYLVANIA
Lancaster.....Westenberger-Maley & Myers
Pittsburgh.....Joseph Horne Co.
Reading.....Pomeroy's, Inc.

Sharon.....The Sharon Store
York.....Cody's Carpet House, Inc.
SOUTH CAROLINA
Anderson.....G. H. Bailes Co.
SOUTH DAKOTA
Rapid City.....Dusek Furniture
TENNESSEE
Bristol.....The H. P. King Co.
Chattanooga.....Holland's Dept. Store
Jackson.....Holland's Dept. Store
Knoxville.....Miller's, Inc.
Memphis.....Rhodes-Jennings Furn. Co.
Nashville.....Cain-Sloan Co.
TEXAS
Austin.....Frances Drapery Shop
Dallas.....Titche-Goettinger Co.
Ft. Worth.....Cox's
Harrisburg.....Junkin's
Hillsboro.....Martin-McDonald Co.
Houston.....Stower's Furn. Co.
Huntsville.....Grand Leader
Longview.....McWilliams
San Antonio.....Joske's
Waxahachie.....Cheeves Bros.
Wichita Falls.....North Texas Furn. Co.
VIRGINIA
Danville.....Leggett's Dept. Store
Newport News.....Broadway Dept. Store
Norfolk.....Ames & Brownley Bros.
Richmond.....Thalhimer Bros., Inc.
Roanoke.....S. H. Heironimus
WASHINGTON
Seattle.....Bon Marche
Spokane.....The Bon Marche
Yakima.....Harold H. Schultz
WEST VIRGINIA
Clarksburg.....Palace Furniture Co.
WISCONSIN
Beloit.....McNeany's
Burlington.....Black's Studio
Madison.....Hendrickson's
Milwaukee.....Gimbel's
WYOMING
Cheyenne.....The Colonnade Shop
Sheridan.....Brouillette's
CANADA
Toronto, Ont.....T. Eaton Co., Ltd.
Windsor, Ont.....C. H. Smith Co., Ltd.



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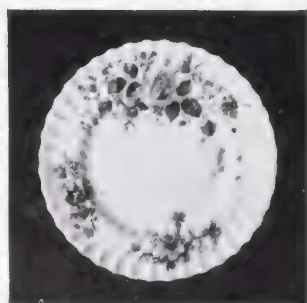
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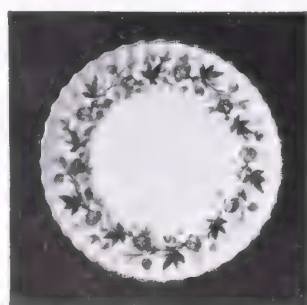
PRELUDE \$19.45



ARCADIA \$11.10



NAPIER \$16.25



CHATSWORTH \$18.80



HAT BY DON MARSHALL

A perfect rose, fresh from the bush, is high fashion. This hat was designed especially to conceal a tiny vial of water (vial sold as an "orchid tube") to keep the rose fresh, but you can try it on most any hat.

Grow your own corsages

One of the best reasons for gardening is to have plenty of flowers to wear. They're so easy to fix—once you've got the flowers

by Jane Brinton

It's so easy to wear and enjoy fresh flowers every day. For nine months of the year, flowers grow right at your doorstep. It takes no time at all to go to your garden, pick fresh blossoms and arrange them to complement your costume. Arranging the flowers doesn't require any special skill. All you need is some imagination and an average amount of good taste. The more you practice, the easier it will become. And, you'll enjoy the confidence that comes with knowing that you *look* your best because you feel your best.

"But I don't grow orchids and gardenias in my garden," you say. Well, most people don't. But common garden flowers, arranged in a smart and original way, are just as stylish an accessory as the more exotic blooms.

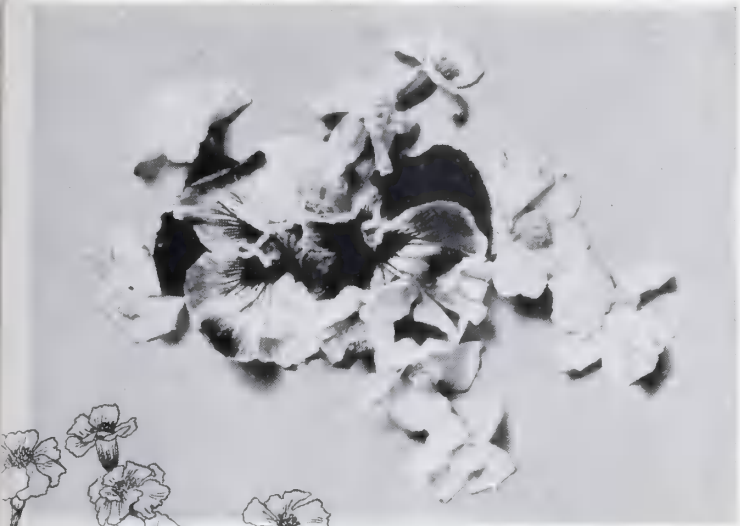
We took an armful of simple garden flowers—pansies, marigolds,

roses, violets—to the famous New York florist, John Thayer Neal. We asked him to create some easy-to-make corsages for us. We have photographed the results—and sketched how Mr. Neal made the arrangements.

What equipment do you need? A pair of flower shears, a roll of green florist's tape, and a package of #27 wire are the necessities. You might persuade your favorite florist to sell you these items or you can send away for them, assembled and packaged.

Once you get into the habit of wearing a flower each day, you'll find that friends will associate you with your flowers—and what could be nicer! And, you'll find that your flowers, in addition to being a distinctive accessory, will do as much for your sagging morale as a hat by Lilly Daché. The one difference? You can have flowers *every day*.

Flowers styled by John Thayer Neal



Pansies and single marigolds can be pinned on an envelope purse or worn effectively at your shoulder. Secret of making this and the two corsages below: Stiffen each stem with wire, then combine two or three flowers and wire as one, finally combine groups, as they are sketched here.



What could be gayer than daisies and lily-of-the-valley? Try this as an epaulet on your shoulder, or pin it in your hair. Either is distinctive and feminine (no bulky stems, no leaves or ribbons).

PHOTOGRAPHS BY KING-WEESE



A touch of color for your furs or for that "basic" black dress. Here we combined sprigs of geranium, forsythia, and Japanese quince in an exotic but easy-to-do arrangement. You can make it in five minutes.
(Continued on next page)

If you don't know PIANOS—
be sure to know your DEALER



After 93 years of building fine pianos, Story & Clark craftsmen have now given the world an amazing new sounding board which offers you important advantages *never before available*.

Audibly warmer and richer in tone, the Storytone Laminated Mahogany Sounding Board is also split-proof and warp-proof. Best of all, it is permanently moisture-proof, and *helps keep the strings in tune far longer*. The coupon will bring you all the facts.

Even though the Storytone Mahogany Board increases both present and future values, it is available in all Story & Clark pianos at no extra cost. It is endorsed by America's finest piano dealers. Charles Frederick Stein, foremost acoustic engineer, says "This is the century's greatest piano development . . ." If you are considering the purchase of a piano, by all means get the facts before you buy. We'll gladly send them on request. *The coupon is for your convenience.*

*Instruments of Quality — By One
Family — For Ninety-Three Years*

Story & Clark Piano Company, 64 East Jackson Boulevard, Chicago

Gentlemen: Please send me:

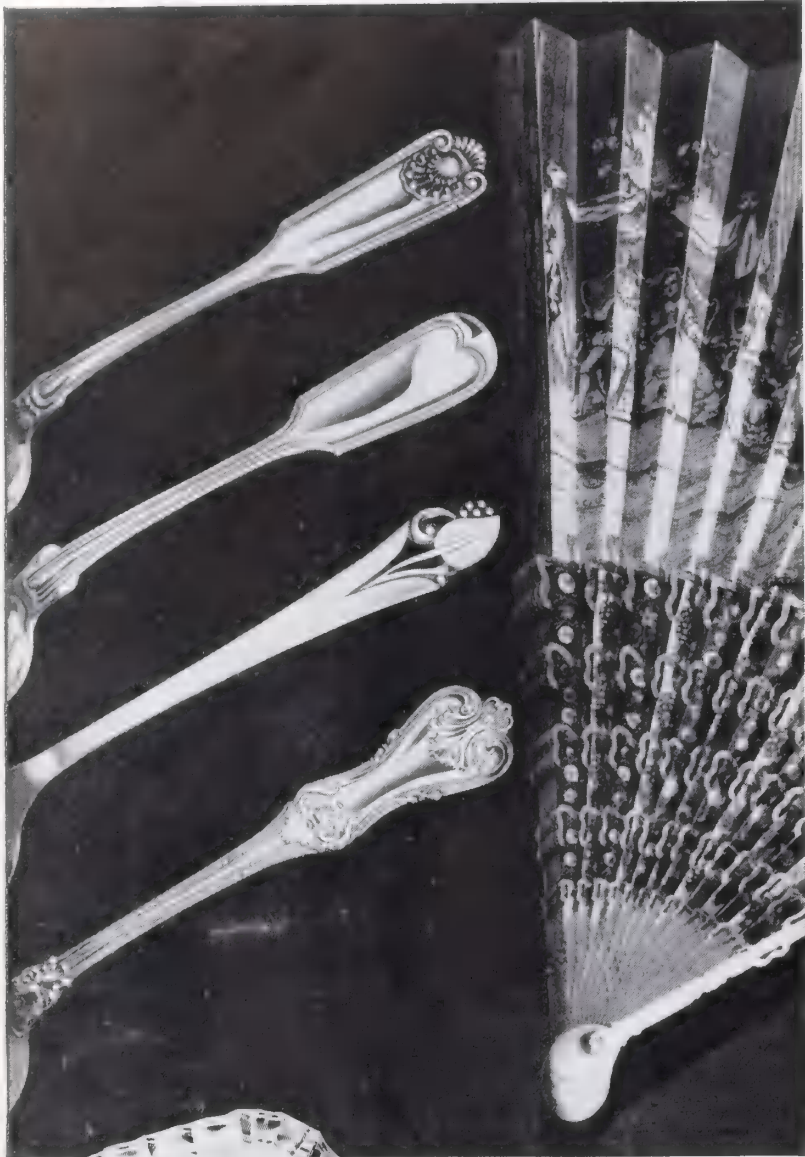
- ☐ All the facts about the Storytone Mahogany Sounding Board.
- ☐ Information about today's easy *modern* piano lessons.
- ☐ Photos and information on Story & Clark pianos.

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Street _____

City _____ State _____

PERSONAL FAN OF LOUIS XIV. COURTESY OF METROPOLITAN MUSEUM OF ART



Patterns Shown Top to Bottom:
Fiddle Shell, Fiddle Thread, Woodlily, Edward VII



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of STRIKING PERFECTION

Subdued splendor, mirroring the connoisseur's search for complete beauty of generous substance, is inherent in creations by Frank Smith . . . Together with entrancing contour and deep-crafted detail, it is another reason these superlatives in Sterling are preferred in homes of eminence the world over.

6-Piece Place Settings from \$29.75 to \$34.75, Fed. Tax included



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GROW YOUR OWN CORSAGES

CONTINUED FROM PRECEDING PAGE

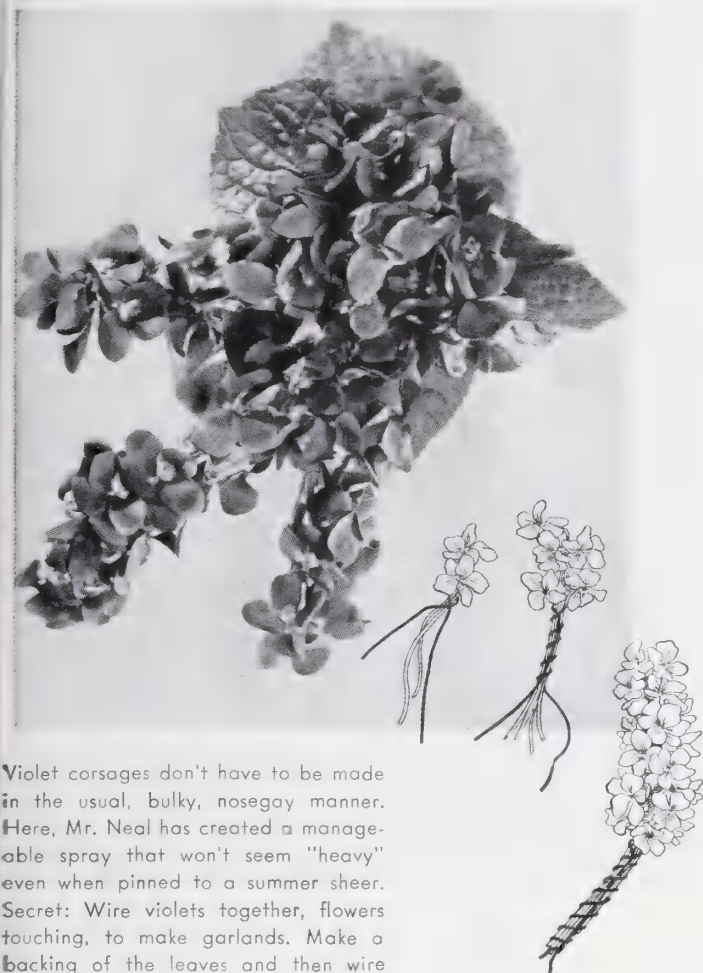


Wondering what to do with your short-stem rosebuds? Wire the heads together to make a flower "jewel" to wear with a favorite pin, or suspended on a ribbon circling your neck when you wear a strapless dress. Secret: Join flower heads as shown, then add center group. Make a wire loop in back to fasten spray to pin or ribbon.



Rosebuds and lily-of-the-valley combined for versatility. This corsage looks best when worn on a muff, at your waist, or tucked into the folds of a hip-draped dress. Secret: Build a stiff backing of rose leaves. Add the lily-of-the-valley as you wire the leaves together. Wire to this the center of roses.





Violet corsages don't have to be made in the usual, bulky, nosegay manner. Here, Mr. Neal has created a manageable spray that won't seem "heavy" even when pinned to a summer sheer. Secret: Wire violets together, flowers touching, to make garlands. Make a backing of the leaves and then wire three garlands together.

SKETCHES BY JOHN BRIMER



A single camellia can be pinned into your hair, worn on a velvet "dog-collar," pinned to long black gloves, or at the V of your dress. Secret: Camellia shatters unless petals are "laced" together. Discard stem on flowers. Use instead the wire stem made by twisting lacing wire together. Add leaves.

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Mfd. By ERO' MANUFACTURING CO.-RELAXON HASSOCK DIVISION
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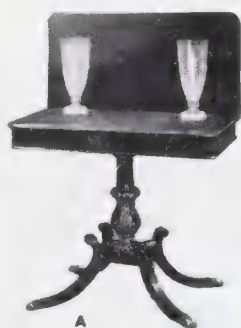
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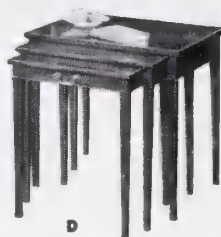
A. No. 3860
The Gladstone
Folding Top Card Table
\$79.50*



B. No. 3270
The Balfour
End Table
\$39.50*



C. No. 3272
The Stuart
Lamp Commode with
leather top
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No. 3271 The Russell
Lamp Commode with
mahogany top
\$64.75*

D. No. 4556
The Chamberlain
Nest of Tables
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*Slightly higher at distant points



Big-scale wind control is practiced in many countries. Poplar rows like this serve to slow down the "Mistral"—a cold wind that is to Southern France what a "Norther" is to Texas. These wind-breaks greatly improve the climate down low where crops grow and people live.

Can you control the Wind?

CONTINUED FROM PAGE 88

little that you don't even think about it. You try, but you soon quit: "It's still too chilly." Why? Most people never ask themselves *why* they feel cold or hot. So perhaps you say: "The sun isn't strong enough yet." But that isn't true! The sun is practically just as powerful in March as in August. Perhaps you say: "It's still too early in the year, that's all." What you really mean is: "What did you expect? One doesn't sit outdoors in March. It just isn't done. Everybody knows that. You don't need any particular reason."

But it is *not* too early! Lots of people do sit outdoors, not only in March, but in January, surrounded by snow and ice. People do it in Sun Valley. They do it in Switzerland. Some people with a cleverly built house may be doing it right in your own town—certainly in March. If your garage, your garden wall, your own house made a sun-pocket for you, you could do it, too.

Few people realize just how warm you can be, outdoors, even in January or February. With a good wind-break and strong sunshine, you can make yourself a spot where the "effective temperature" is 50 or 60 degrees warmer than it is all around. It is perfectly possible on a freezing cold day to get an "effective temperature" of 80 degrees. This means, roughly, that you feel as warm as you would indoors at a room temperature of 80 degrees.

But here we've got to talking again about big, dramatic effects when the really important things are the small effects. So often wind control makes the difference between "just a little chilly," and "real nice."

The best example of this is the West Coast. West Coast air is really a little cool, much of the year. It comes off the ocean. California sun makes up the difference, but only when you are out of the breeze. If you're in a calm spot,

PHOTOGRAPH OF CABANETTE BY WILLIAM HOWLAND



Small-scale wind control changes discomfort into comfort outdoors. Bare trees indicate that season is still cool. Shadows show the sun is shining. Portable wind screen lets sun get to you, but keeps wind off you, gives you a spot of warm weather on a cool day.

the warmth of the sunshine overcomes the coolness of the air and it's an outdoor climate. If you live in a windy spot, the coolness of the air overcomes the warmth of the sunshine and you are slightly too cool. California's answer to this is the patio. It keeps the wind out, lets the sun in, and makes the difference between yes and no. It's not chance that patios are so popular in California.

Why does wind chill you? Why is a 70-degree air temperature comfortable indoors, but definitely chilly outdoors where there is a slight breeze blowing. The thermometer shows no difference at all. Why do you feel different?

You are no thermometer. You are a warm-blooded animal. The thermometer simply takes on the same temperature as the air and then shows that temperature. But you would die if you ever got cooled down to "room temperature." Your insides must be warm—about 98 degrees—or else. Your skin is normally about 85 degrees. Compared to that, even a balmy 70 degrees is really quite cool. Now when you sit in a comfortable room indoors, in a room that is kept at 70 degrees, the room air cools you all the time. It draws from you just enough heat to keep you from overheating yourself.

(Continued on next page)

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CAN YOU CONTROL THE WIND?

CONTINUED FROM PRECEDING PAGE

People find by experience that at 70 degrees room temperature they get just enough cooling with normal clothes. So that's why 70 has become the standard room temperature. But 70 degrees air still cools you. Now if that same air moves, it means that more cool air particles touch your skin every minute, more heat is picked off your skin and off your clothes. So, you get cold.

To get some figures on this we talked to Dr. L. P. Herrington of Yale and the John B. Pierce Foundation. He is the author, with Dr. C.-E. A. Winslow, of *Temperature and Human Life*, and is HOUSE BEAUTIFUL's consultant on the human side of Climate Control. We said: "Don't make it dramatic. Don't pick some extremely cold wind. We are not talking about arctic warfare, but about lunch on somebody's terrace. Let's talk about that twilight zone between 'just comfortable' and 'just not quite comfortable.'"

Here is his answer (to keep the thing simple, he assumes there is no direct sunshine): In the stillest air you'll ever find (a breeze of 1/10 of a mile per hour) a person in average indoor clothing is comfortable if the air is 68° F.

If the "wind" is 1/2 m.p.h. (it is, in many rooms), our man wants the air to be about 73° F., or he feels chilly. If the "breeze" is 2 m.p.h., he needs almost 78° F. If the breeze is a little over 3 m.p.h., he'll feel chilly unless the temperature is 80° F. So a 3 m.p.h. breeze has the same practical effect as if the temperature had dropped 12 degrees. And remember, a 3 m.p.h. breeze is almost no breeze at all. It would hardly ripple a lake. It would just barely stir a flag. Most people would call it a *calm*. Remember, too, this is about air of approximate room temperature. Talk about a person sitting outdoors in strong sunshine with cold air of about 50 degrees, and the chilling effect of even the slightest wind becomes much greater.

In general, we can say: keep the wind out of your garden, and you warm up your outdoors by 10 to 30 degrees. The difference won't show on the thermometer, but it will show on you.

What's true of you is also true of your house. Your house, too, is warmed from within, in winter, and tries to keep itself warmer

Masterpiece

... this graciously tall vase by The Tiffin Glassmasters! Designed to give your bouquets a very special elegance... to make the most of every flower and leaf and stem. Empty, it is a brilliant house jewel, bright, matchless radiance that is Tiffin's own. About \$10. See Tiffin's fabulous stemware and accessory originals, at fine stores everywhere.



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Hand-blown from Tiffin's molten lead crystal—a formula of rare quality, clarity, radiance and strength.

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The Tiffin Glassmasters
Tiffin, Ohio

than the outside air. Inside room temperature is 70° F.; outside air temperature may be 30° F., 15° or even zero. Everybody knows the colder it is outside, the harder you have to heat. But heating engineers would like the public to understand a fact that's less obvious: The more windy it is, the harder you have to heat. Naturally, the more cool air particles move past the walls every minute, the more heat they pick off. On a really cold day, if you can cut the wind from 15 m.p.h. to 5 m.p.h., you cut your fuel consumption about in half.

It all boils down to the same idea, whether you are talking about a person out in the garden or about a heated house in cold winter air. You put a warm thing out into cool air, and the harder the air blows, the quicker the thing cools.

AFRAID TO USE COLOR? SEE UTAH!

CONTINUED FROM PAGE 132

weary course of driven pioneer, the wary way of gun-toting badman. Nowhere else can you emerge from swimming so thoroughly encrusted with salt as from Great Salt Lake. No state but Utah dares claim not one but several natural bridges big enough to arch the national Capitol with room to spare. And no other state can claim equal identity with the Mormon Church.

To the latter, Utah must give part of the credit for the comparative freshness of the travel experience she has to offer. So piquant, in fact, is the conventional reputation of Mormonism that all too many are satisfied they have seen Utah once they have stopped over in Salt Lake City, heard an organ recital in Temple Square, and counted the Lion House dormers with which Brigham Young defied the curious to determine just how many wives really lived there.

But an even greater influence in shaping the pattern of Utah travel is the inhospitable nature of the land itself. Utah is a mile-high, dry state, roughly divided by a spur of the Rockies which drive diagonally across it from northeast to southwest. Like other parts of the Rockies, the Wasatch and Uintah Mountains are high, green, and inviting, offering typical mountain diversions of fishing, hunting, skiing, or a day's picnic up one of the cool canyons which serve the larger cities. Only in Utah you'll find fewer places crowded, and more places that are as primitive as they're described.

(Continued on page 182)

3 Ways *to wake up your home* at reasonable cost



1. *Push back the walls* of your living room with a beautiful built-in mirror of Pittsburgh Polished Plate Glass. Such a mirror multiplies by two all the color and charm of your room, as well as its size. Makes a delightful background for a conversation group, too . . . and costs far less than you might guess.

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3. *Fashionable note* in any room is struck by handsome Plate Glass furniture tops. These reasonably priced room-brighteners do double duty as eye-pleasers and as practical protectors of fine furniture finish from cigarette burns, scratches and tumbler rings.



2. *For listless bedrooms* there's no better "waker-upper" than a full-length Plate Glass door mirror. Chief function of these mirrors is to tell you the truth about your appearance, head-to-toe . . . but they'll also add a lot of life and sparkle to your bedroom, making it a brighter, friendlier room.



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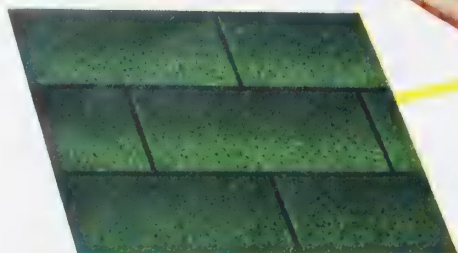
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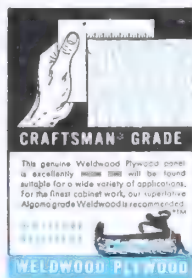
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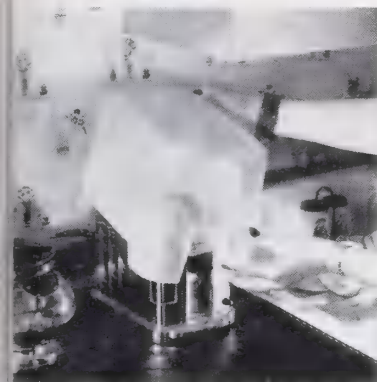
IT'S WORTH MENTIONING

CONTINUED FROM PAGE 78



Even apartment dwellers can have a barbecue with this ingenious Charcook. One minute over the range burner ignites its fire bed (a few twigs do the trick on outings). Once ignited, Charcook is self-sufficient and goes on to the table, terrace, garden, or wherever it's slated for broiling duty. It's 90% smokeless, feather-weight, rust-proof; uses only a handful of charcoal. \$4.95, inc. 6 lb. char., Santa Anita Corral, Arcadia, Calif.

Note Table's hosts of services, indoors and out, will make it your fan Friday at home and away. folds and unfolds like that, stands firm under any weight. The self-latching underpinnings are tubular aluminum; steel-braced top is Mahogany Presdwood (green, yellow, wine trim). It's washable, laughs off stains, scratches, and wear. 24" x 60", 30" x 60", or 30" x 72" (all 30" high), \$20, \$25, \$30. Horne's, Pittsburgh, Penna.



Cover your toaster with glamour. This Federal Tray-Top Toaster Cover is a far cry from the makeshift protectors that have been toasters' lot until now. The rigid-polystyrene "house" looks like a permanent fixture. It whisks on and off, is easy to wash. Use its top to park your radio, coffee-maker, or whatever. Ruby red, mottled yellow or white. Fits all standard toasters. \$1.80. Emery-Bird-Thayer, Kansas City, Mo.

This 3-in-1 Fiskrensare (Swedish for fish cleaner) is a shining example of Sweden's famed cutlery artistry. An elliptical, two-sided scaler makes speedy work of both scales and fins. Next, the scythe above it neatly opens the fish for evisceration. The nose of the scaler scoops it clean in a flash. The cleaner's business end is stainless steel; the handle is elm-wood. \$2.50. Malcolm's, 524 N. Charles, Baltimore, Md.



This Dayton Koolfoam pillow delivers the cool comfort its name promises. No wonder, it's 90% to 95% air. It's extra-special for summer in many ways. The zippered ticking whisks off for washing. The pillow itself is just as washable and won't absorb odors. It's shaped for head comfort, sized to fit standard pillow cases. Koolfoam and its percale casing are color-matched—pink, blue, white. \$10. Marshall-Field's, Chicago, Ill.

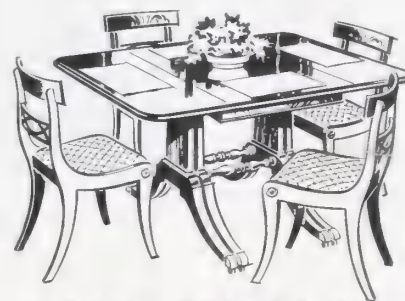
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THE ORIGINAL WARFIELD by Brandt

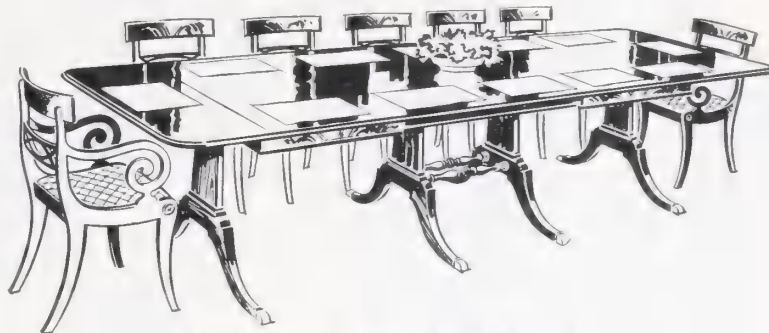
SO USABLE... SO ADAPTABLE
SO E-X-P-A-N-D-A-B-L-E



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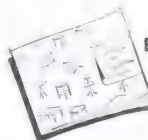
AND GROWS



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Fine for Family Feasts or Friendly Festivals. The original Warfield Table by Brandt, is the most usable piece of furniture you've ever seen. All around your home, and all around the calendar, the Warfield meets every table need. With leaves down, it's a super-useful console. At lunch or tea time, it becomes a perfect table for four, six or eight. For dinner or parties, it e-x-p-a-n-d-s to seat twelve in comfort and there's ample space for every place.

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SATINOL Doublex glass screens entrance hall from living room, decorates both.

Architect:
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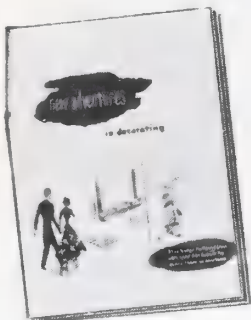
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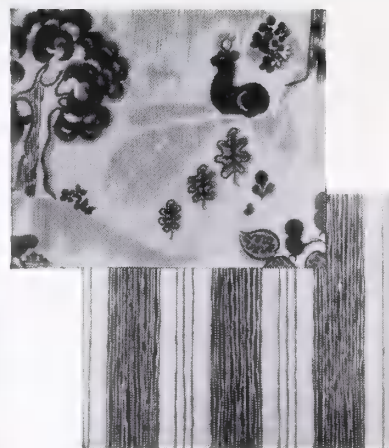
Decorator's Diary

What goes on behind the decorating scenes from a typical decorator's notes on the new and the better things now on the market

Personally, I never thought the day would come. But Mrs. Emerson kept promising me it would, and last week she called me to say it had arrived—the day when young Sally showed unmistakable signs of becoming neat. For five years I've been wanting to do something about that squirrel's nest of a room, the one room in the house where the door was always shut

because the sight beyond was as depressing to the family as it was disenchanting to visitors. But Mrs. Emerson stood firm, and even now we're proceeding with caution. Pretty the room will be, as befits a young lady of twelve years. But there'll be nothing fussy or costly or non-washable.

We decided to splurge on the walls, since she's to be trusted at least not to mark them up any more than the average careless adult. So that's where we're using our pretty pattern. A Warner wallpaper in James Seeman's "Enchanted Forest" design will go on the wall behind the bed. It's a whimsical thing with sketchy motifs of woodland life including an engaging antelope and some perched fledglings. The other walls will be covered with "Jolly Stripe," a coordinated pattern in matching colors—olive green, gray, and rose red on white. Everything else in the room is going to be as plain and imperishable as the furnishings of a monk's cell—gray plastic



Wallpaper partners

on the upholstered headboard of the bed, gray corduroy for the bedspread, "unpainted" sectional storage units to be finished in olive-green enamel, white nylon curtains. It would all look distressingly plain-jane I'm sure if it weren't for the captivating wallpaper. Found that at Renverne.

There are two or three times in every girl's life when she ought to be allowed as much sentimentalism as the hearts-and-flowers growers can produce, and one of these, surely, is her wedding day. Grandmother's wedding veil, an antique ring, even a brand-new gown copied from a demure creation of some Victorian dressmaker—all of these are symbols of continuity suggesting a happy road to the future as well as an unbroken trail from the past. That such symbols have little to do with



Inauguration table

real-life marital bliss is something we should probably be polite enough to ignore. Last week I came across another one, a property that would surely warm the heart of a bride who is setting the stage for a home wedding.

It's an exact copy of a modest little table whose claim to fame is that it has held the Bible with which almost every American president has taken his oath of office since Abraham Lincoln's second inauguration. The original has a checkered history including numerous trips about the country, theft by one souvenir hunter (foiled by the police), a knife-slash from the hands of another, a chilling in the snowstorm that came up suddenly during the inauguration of William Howard Taft. The reproduction, of course, is none the worse for any of these adventures. It is made of solid cherry, stands 28½ inches high, has a round top 19¾ inches in diameter, and is sold by Carl Forslund, Inc. of Grand Rapids, Michigan. It would make a very attractive resting place. I should think, for the clergyman's book at a home wedding.

The decorator's life is getting brighter every day. Or so I thought yesterday, what with the balmy weather and chancing upon that made-to-order scheme for the Prices' beach house. Ran into Lord & Taylor's to buy some place mats and paused on my way through the drapery department to look at the displays. Among them was a pair of Golding prints designed by Tam-mis Keefe that made the kind of happy marriage it would normally take me weeks of footwork to bring about. One was a medium-scale pattern of pineapples. (Why didn't anyone think of using them before?) The other was a smaller scale, all-over design called "Pineapple Texture"—has diagonal cross-bars like the diagonal markings on the fruit. And the colorings were a pleasant departure from the tried-and-true combinations I get so tired of looking at. The one that prompted my brainstorm for the Prices' living room had patterns in brown, yellow and medium blue on grounds of lighter blue—the clear hue of a tropical sky. What could be better to make a transition from the dull brown woodwork indoors to the sparkling beach outside? Decided to use the crossbar at all of the downstairs windows because the pattern is subdued enough to stand repetition. The pineapple print will make up nicely into a slipcover for the big sofa in the living room and we can also use it for cushions to brighten the side chairs in the dining ell. Can probably use more of the crossbar to slipcover one of the other chairs and the rest we'll do in solid yellow. With the floors cov-



Pineapple partnership

ered in rush squares, the whole living area will take on a tropical-holiday air and Mrs. Seymour can stop fussing about not being able to paint or buy new furniture.

I'm always mystified by the way some women stay blindly enamored with a style of clothes that is obviously unbecoming to them. Mrs. Seymour is certainly not the tweedy

(Continued on page 163)

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Sing Something Simple

by Richard Williams

We sit too much. We sit and we listen. Our participation in music is a passive one. We do not get up and do anything ourselves.

What can we do? Even if we haven't learned to play the piano or draw the bow across a violin, we still have a voice, a voice that could be used musically. But here too we hesitate. We don't put on what John Fletcher called "a singing face." Artful but amateur singing, a nineteenth-century accomplishment, has fallen into disuse in an age where it is too easy to turn on the phonograph and listen to Marian Anderson. It is unlikely that your daughter will "study voice" and that her swain will expect her to beguile him with a sweetly small rendition of a Schubert song.

There remains, however, untutored singing. There remains the singing of something simple. More of that is being done now. People are beginning to sing more frequently, as best they can. The pleasant practice is being revived, as tastes swerve once again from the glossy to the homespun. Sales of sheet music and song anthologies show this. I hear that in the smaller communities of America,

especially in those communities where one stays at home more often and to better purpose, friends stand around the piano or gather around the young man who strums the guitar, and croon or hum, shout or whisper, moon or stomp their way through a song.

Very well, say you, but I cannot carry a tune. I cannot sing. One out of four people you meet will tell you that he cannot carry a tune. Yet this same person can whistle—and in tune, too. He is, therefore, not so unmusical as he thinks. Feed this man a few drinks and it will appear that he can also sing. *Fortissimo!* Not being able to carry a tune turns out to be more often than not the cover-up for inhibition and embarrassment. Did you ever organize a charade game? Those of your guests who haven't played the game before will assert that they are going to sit it out; they cannot act. Persuade them that they should try it just once and you find that these very diehards become the most enthusiastic players. They are the ones who are eager to act out "The Brothers Karamazoff" after everybody else is ready to go home. In singing (non-alcoholic), it is similarly a

question of getting started. If you can overcome your own reluctance to get up and make a fool of yourself (or so you think), you will find that you *can* sing. Remarkably few people actually cannot sing. The very least that you can do is to join in, that is, to join your voice to that of a singer more gifted and to float along in unison or harmony.

Perhaps the repertoire is not important. Perhaps it doesn't matter a great deal what one sings. But unless you are satisfied with the hard sugariness of current popular songs—most of which remind me of the kind of French pastry which is covered with red and green whipped cream curlicues but which turns out to be gray in taste when you bite into it—you will want to turn to those songs which, though meant to be sung simply by simple people, contain the substance of real melody and genuine poetry. These are the folk songs.

John Lomax spent most of his life in journeys up mountains and down rivers, in prairies, woods, deserts, hill towns, orchards, in visits to church services in small towns and also to Saturday night henky-tonk dances in order to lis-

ten to people sing their songs, then to write down the words and music, and then to publish them. He was one of the early advocates of the songs of the cowboys. He helped the Library of Congress in Washington in establishing an archive of recorded folk songs. John Lomax died recently, but his son, Alan Lomax, is carrying on the work. Three years ago father and son published a stately volume called "Folk Song U.S.A." in which they assembled the 111 best American ballads. I have only now come across this book in its new, second edition. I should have reported on it before. But perhaps this time of the year, when your family is around again, and your friends are coming over to see you, may be a propitious time in which to correct the omission. If you feel like exercising your voice, you may be induced to try a few of the songs in a friendly round.

To use the book, you need somebody who can play the accompaniments. You can probably do this yourself, for the accompaniments were arranged by Charles and Ruth Seeger and they say in their introduction that most of the piano settings are "fairly easy." They are
(Continued on next page)

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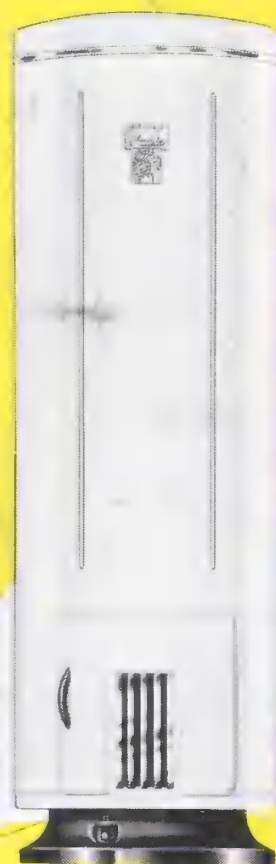
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
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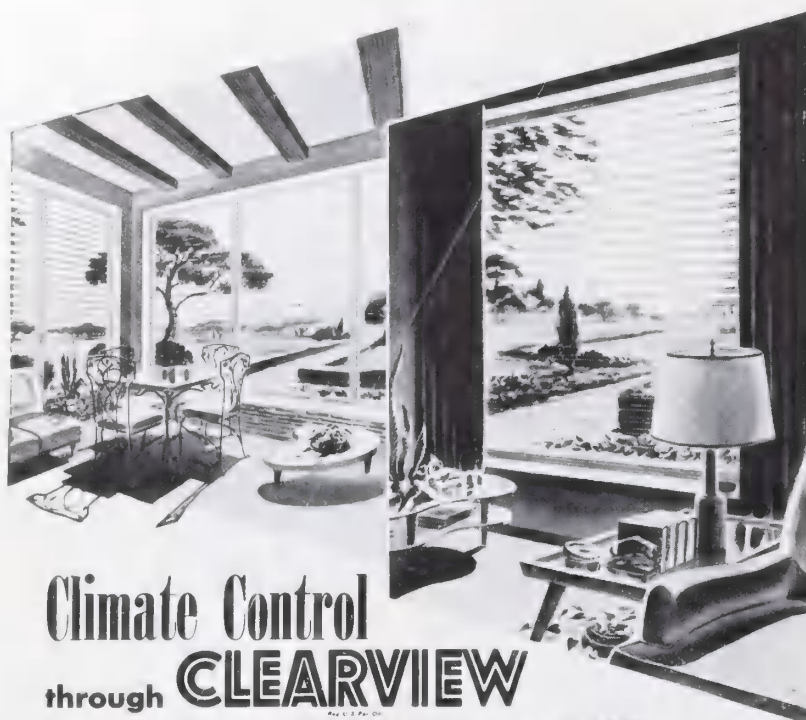


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SING SOMETHING SIMPLE

CONTINUED FROM PRECEDING PAGE

better than that: they are *extremely* easy. But even if you cannot execute them as they are written, you may content yourself by playing the accompanying chords which are noted in capital letters above the staff. In other words, if you can manage a few simple chords on the piano and read the notes of the melody, you are able to accompany these songs. If you do not play the piano, there remains the guitar; the guitar accompaniments are indicated.

Two things struck me as I read this book. First, I was embarrassed to find how little I knew, how many of these songs were unfamiliar to me. Here, among songs that were used by soldiers and sailors, dancers and courtiers, cowboys, heroes, slaves, farmers, and railroad workers, there is to be found music which, though occasionally humdrum and expected, is often saddening, often funny, caustically charming, and of the very tenderest quality. And much of this music I had never heard or known existed. I am as familiar as the next man with the popular folk songs, like "Git Along, Little Dogie," "Sweet Betsy from Pike," "Old Dan Tucker," "Go Down Moses," "Buffalo Gals," and "Casey Jones." These are included in the book. But have you ever heard "Old Blue," "When I was Single," "Shorty George," "The Boll Weevil," or "Take This Hammer?" Do you know the spiritual "Way-faring Stranger" or "Never Said a Mumbly Word?" How pitifully little of our own music do we know!

The quality of the poetry is the second fact which impressed me. Many of these rhymes are regular and ingenuous with much repetition. But quite a number of the songs have such words that the very reading of them, without benefit of melody, is an entertaining adventure in poetry. A song called "900 Miles" goes:

"I'm a-walkin' down the track,
I got tears in my eyes,
Tryin' to read a letter from my home;
If that train runs right,
I'll be home tomorrow night.
'Cause I'm nine hundred miles from my home . . .
An' I hate to hear that lonesome whistle blow."

Is this not beautiful? Funny songs which "varnish nonsense

with the charms of sound," such as the famous "I Was Born About Ten Thousand Years Ago," (a song that might have suited Davy Crockett), have words which are more sophisticated and trenchant than you'd expect to find in a folk song:

"I saw Satan when he looked the garden o'er;
I saw Adam and Eve driven from the door;
And from behind the bushes peepin',
I saw the apple they were eatin'
And I swear I was the guy what et the core.

"I taught Samson how to use his mighty hands;
I first showed Columbus this happy land;
And for Pharaoh's little kids I built all the pyramids
And to Sahara carried all the sands."

Not all of the songs, by any means, are sweet and good-natured. You'll find complaint in such ballads as "The Boll Weevil":

"De boll weevil is a little black bug
Fum Mexico, dey say,
He come to try dis Texas soil
An' thought he'd better stay,

CHORUS

A-lookin' for a home,
Jes' a-lookin' for a home,
A-lookin' for a home,
Jes' a-lookin' for a home.

"De farmer took de boll weevil
An' buried him in hot sand;
(Continued on facing page)

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De holl weevil say to de farmer,
I'll stand it like a man.

CHORUS

For it is my home.
It is my home,
For it is my home.
It is my home."

You'll also find polemic comment. In 1862 The Homestead Act awarded a hundred and sixty acres of Kansas, Iowa, or Nebraska land for a fee of eighteen dollars to any purchaser who would agree to live on the land for five years. It gave rise to the ballad, "Starving to Death on a Government Claim":

"My name is Tom Hight, an old bachelor I am.

You'll find me out west in the country of fame.

You'll find me out west on an elegant plan.

A-starving to death on my government claim.

CHORUS

Hurrah for Greer County! the land of the free.

The land of the bedbug, grasshopper and flea;

I'll sing of its praises, I'll tell of its fame.

While starving to death on my government claim."

It is possible that you and your

husband will find particular use for a pair of songs called "When I Was Single." The woman's version goes:

"When I was single, went dressed all so fine,

Now I am married, go ragged all the time.

Lord, don't I wish I was a single girl again."

Whereas the man (in a song which is better known) laments:

"When I was single, O then, O then,

When I was single, O then,

When I was single,

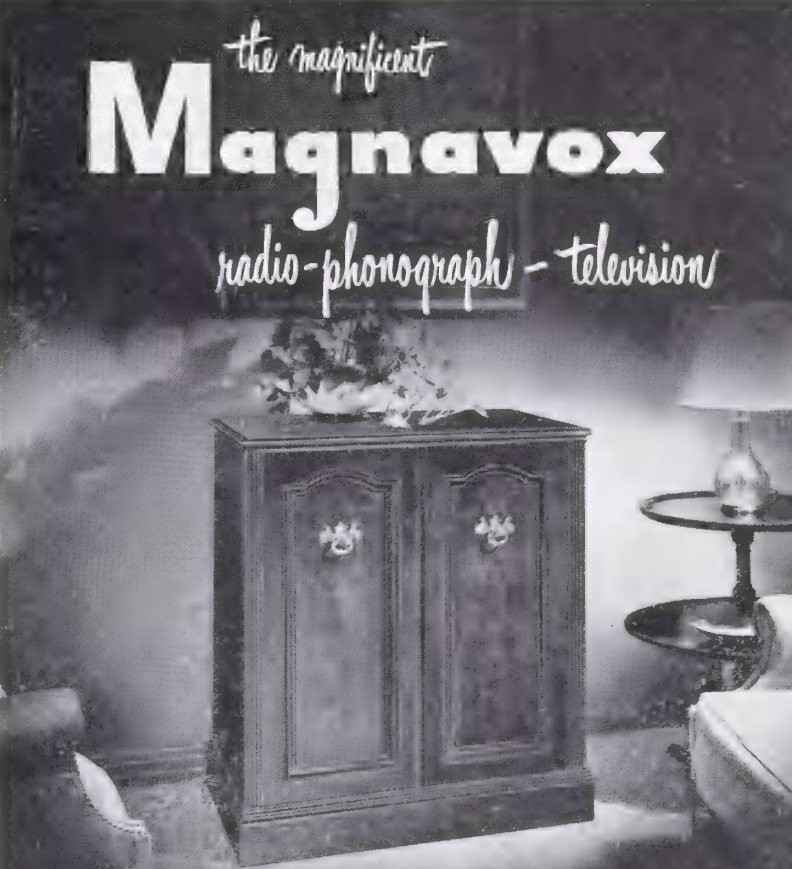
My pockets did jingle,

And I wish I was single again..."

"Folk Song U.S.A." is only one of the song anthologies which have become popular. Others I know are "A Treasury of Stephen Foster," with a foreword by Deems Taylor and historical notes by John Tasker Howard. "A Treasury of the World's Finest Folk Songs," by Leonhard Deutsch, and the older but famous "The American Songbag," collected by Carl Sandburg.

Any of these books make interesting reading. Their best use, however, is for standing up, not for sitting down.

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by Betty A. Dietz

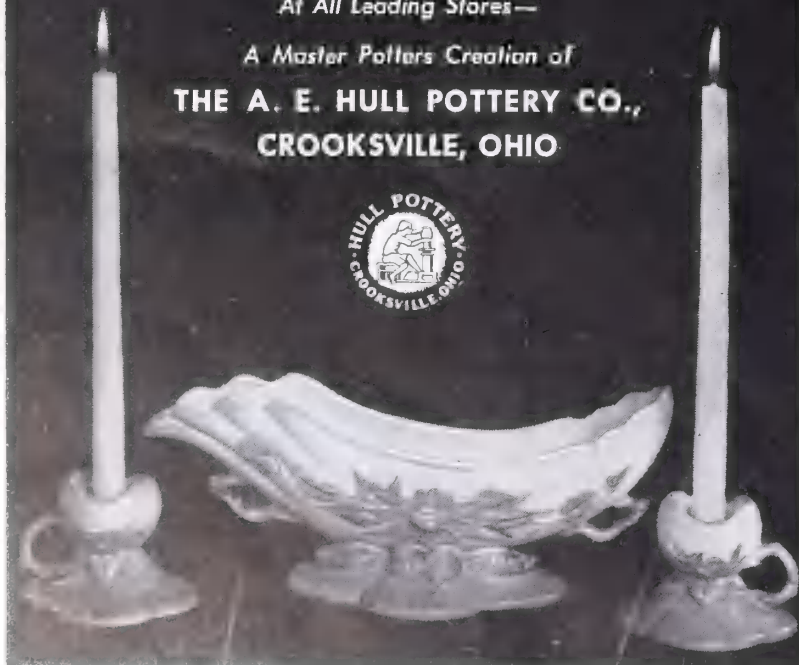
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THEY just shake their heads sadly and drift away from me at parties.

My problem, someone whispered behind a potted palm at a wedding reception, is a natural immunity. They talk about it as if it were the plague.

Actually, nobody talks to me socially anymore because I can't work up a frenzy over collecting and, therefore, don't speak the same language. It's like being an unspotted six-year-old in a neighborhood where measles flourish and symptoms are cherished treasures.

A Collector caught in a conversation with a Non-Collector soon discovers his mistake. Even if his penchant is just buttons—heirlooms and one-of-a-kind, for instance—he guides the talk into relatively safe channels, like the weather on a sunny day. With a pitying glance and a deftness born of experience, he finds an excuse to join more intelligent company.

Out of the corner of an eye, then, the Non-Collector witnesses a scene that never varies. The Collector plunges into animated description, pointing a scornful

finger at the Philistine and then the fellow Collector shakes his head understandingly. Arm in arm, they head for the punch bowl—saved from a Fate Worse Than Death.

It isn't that I haven't tried collecting. In the midst of an epidemic that has left its mark on relatives close and distant, not to mention dearest enemies, I've waited for a bite from the collecting bug. I've been exposed to every variety of the virus but nothing happens.

"That's just the trouble," someone said impatiently. "Do something about it," she prodded.

"Cookbooks," a maiden aunt suggested delicately, "are fascinating. And just because you collect them you needn't feel obliged to use them." So I started with Escoffier. Nothing but the best, you understand. It was a bargain, too. Only slightly scuffed, it was marked down to one dollar. Next was a collection of Russian recipes, that ranged from Zakoussky to Gooorievskaya Kasha, and a book of Pennsylvania Dutch dishes. Well, because we didn't have truffles in the pantry and "twelve small, freshly-poached cocks' kidneys" are

not so easy to come by, a necessary addition to the embryonic collection was a set of elementary down-to-earth American recipes. Trouble is, after the Escoffier, plain meat and potatoes sounded dull.

From Gimbel's, then, for about \$20 and the price of a 15-word telegram, I acquired a caricature drawn by Enrico Caruso, presumably over a bottle of good Italian wine. Like many gifted artists, his talents were varied. This sketch, I thought naïvely, should be the start of a collection more suited to the personality of a music critic. That was three years ago. Sometime soon I must decide between black and white for the narrow frame for the drawing.

THERE are those, of course, who go in for phonograph records. While those in my possession have filled the wall-to-wall shelves downstairs and overflowed into cedar chests, closets, and book shelves throughout the house, I cannot properly say I collect records. Railway Express, with the assistance of a sturdy truck driver, brings a large boxful once or twice a week to be reviewed. Beside long-time collectors whose catalogs boast upward of 100,000 listings, I am just a piker. Anyway, a collector of

any standing digs through the dust in little hole-in-the-wall shops and spends up to \$100 for rare items. Little "friendship" cups and saucers make up my sister's collection. Sympathetic old crones go rummaging in their attics for her and come down triumphantly with the fragile relics of their childhood. From Europe and the Far East, travelers wend their perilous way, hand-painted miniature cups wrapped tenderly in their underwear for safe keeping. Cups, unfortunately, just aren't my style. There was a time when I had thought of dogs. Real dogs that bark and wag their tails, not just china replicas. A columnist friend started out with a pair of dachshunds. Now she has 30. She has been called away from important business conferences because Gertrude or Sieglinde has had to have a tooth extracted. They all live in the house with my friend and her husband. Thirty dachshunds with their problems and pups would leave no room for me. I'm afraid. So, right now, I'm a little uncertain about the future. If I don't knuckle down and learn to collect something, I'll lose all my friends. Then I shall have to collect a new set of friends—and, frankly, I've never had much luck at collecting.

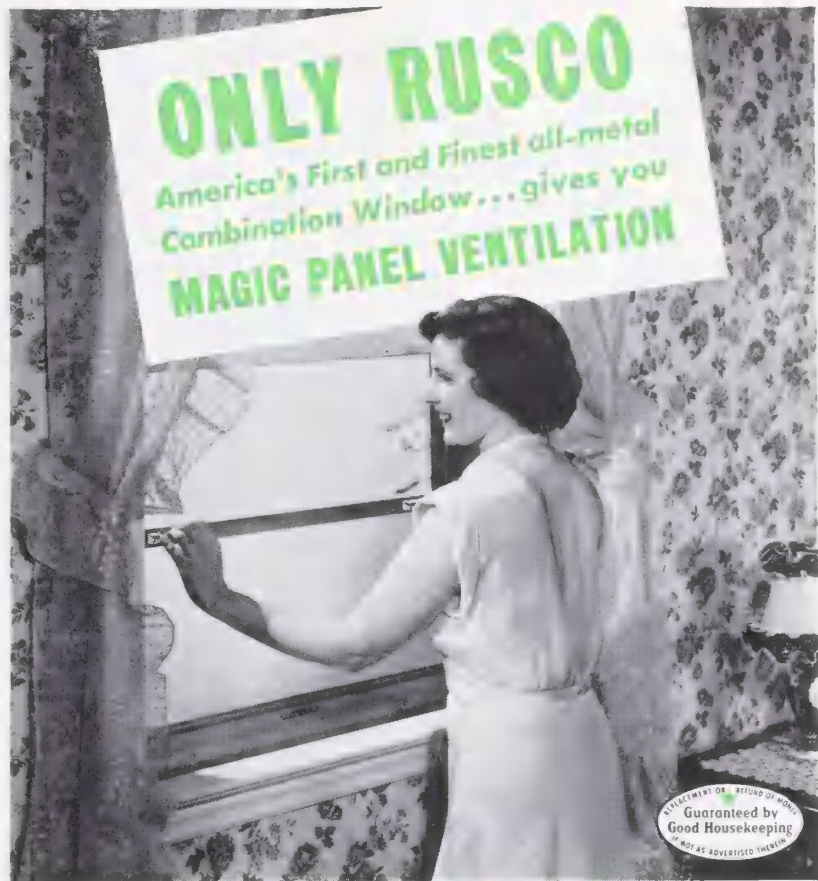


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City _____ Zone _____ State _____
I own my home ☐ I plan to build ☐

* T.M. REG. APP. FOR ©TFCRC
"YOU'RE ALWAYS ONE STEP AHEAD OF THE WEATHER WITH RUSCO"
Manufactured in Canada by The F. C. Russell Company of Canada, Limited,
365 Weston Road, Toronto 9, Ontario

THE

Smart
FigureGUIDE OF
FASHIONABLE
WOMEN

Sleek figure lines are *fashion* lines... let a Counselor personal scale help guide you to smartness and figure perfection. Beautiful, accurate, durable... ask your dealer for Counselor—finished in your favorite color with mat to match or in gleaming all-chrome. The Brearley Company, Rockford, Illinois

KAY SAKS
ORIGINAL
BY YABLOKOFF

COUNSELOR
STREAMLINED
Scales



Guaranteed by
Good Housekeeping
if used as advertised therein

marble for the home



FREE BOOKLET,
"Marble for the Home", contains
dozens of ideas for beautifying your
home. Write for your free copy today!



Marble Institute
of America, Inc.

105 FORSTER AVENUE, MOUNT VERNON, N. Y.

IT'S WORTH MENTIONING

CONTINUED FROM PAGE 153



It's name is "Dad's Roast Ressler," but as you see, Mom claims the whiz-bang aluminum holder to retrieve the roast before Dad takes it over for the carving ceremony. Scissor-action handles clasp the serrated arms tightly around the meat. Their span adjusts three ways to handle everything from a baked potato to a giant ham. It's a wow for the barbecue. An idea for Father's Day? \$4.95. Hughes Shop, 393 Delaware. Buffalo, N. Y.

Bring on those super-size steaks, Roasts, and birds, the 15" x 24" expanse of Carve-Ease takes the biggest of them. Four removable stainless-steel pins anchor the meat for carving. Rubber feet grip the tray to the table and protect it. The handsome well-and-tree tray is finely made of grained, natural hardwood, carries easily by concealed grips at the ends. \$14.95. W. & J. Sloane, 5th Ave. at 47th St., New York, N. Y.



Foam latex is winning new acclaim—this time in the ironing world. This Ha-Ha pad by Gerry Nufoam is a wonder. It's molded of extra-firm latex that glides your iron along with new-found speed and ease. Watch how it rides the iron over buttons and hooks, smooths out slide fasteners and brings up embroidery. The washable pad fits all 54" boards, has high heat resistance. Pad with cover, \$2.98, Bloomingdale's, N.Y.C.



Kitchen organizers get better and better. Witness Kitch-N-Tainer—a rollabout, counter-height haven for a 30-inch high wastepaper can, 10-quart refuse can, cutting board with a doored disposal porthole, plus a base cupboard. It's terrific as a sandwich or salad bar, indispensable for outdoor meals. The white-enameled cabinet rates high on quality and beauty. 12"x22"x35". \$24.95, complete. Thalhimers, Richmond, Va.



The garden hose is a problem child no longer when Water Boy takes it over. In action, the domed underside of its screw-on cover acts as a pivot that spins the reel around as you feed in or withdraw the hose. A child could do it. Water Boy rolls back to its garage or totes easily by its hand grip. It's made of rust-resistant steel (green enameled), accommodates 100 feet of hose. \$6.20, Zierden Company, 3815 S. Kinnickinnic, Milwaukee.



PHOTOGRAPHS BY FRED LERNER



Hi-Jacs and glass are wed, for keeps!

No more weeping for lost coasters, no more spotted clothes or

furniture either! What bliss for the

hostess who uses Hi-Jacs, the one-and-only terry-knit coasters.

Sets of 8 in divine colors, \$1.25 and

\$2 at all good stores. Always the

perfect gift!

THE HI-JAC CO.
Fort Payne, Ala.



For Better Seasoning

Beau Monde

an all purpose seasoning salt



Also
Cracked Black Pepper
for Salads, Barbecuing
and general cooking

At better stores—or write
for name of nearest dealer

SPICE ISLANDS

610 Folsom St. • San Francisco 11
DEPT. H

DECORATOR'S DIARY

CONTINUED FROM PAGE 155

type, with her roundish figure and soft, fluffy hair. But early in life she fell in love with Harris tweed and every year she has another try at getting a tailor to make her a tweed suit that will look as if it belonged to her. Every year she's unsuccessful. So I'm flattering myself that I did her a double service when I suggested that a pair of Mueller chairs for the sitting room where they keep the television set. It's a neat barrel chair on a round swivel base—has the kind of roundabout look that goes naturally with the idea of swiveling. But even more important to Mrs. Seymour is the fabric covering—a husky Harris tweed. When the chairs ar-



Tweedy Roundabout

rived, she beamed at the tweed the way some women beam at a chocolate marshmallow sundae. This year, she tells me, her new suit will be a silky gabardine.

Stopped in at Edith Lansing's to see what kind of job they had done in refinishing her Regency desk. It looked like a dream—not like new, but like a piece that had been tenderly cared for over a couple of lifetimes. Was also taken with Edith's array of stationery, neatly laid out in half-a-dozen pigeonholes. It was all the same size, same kind—Eaton's Crystal Sheer, she said. But there were at least five different colors. She buys each one individually.

"That's the most fun there is to writing a letter," she explained, "deciding which colors I'm going to use and how I'm going to mix them. I would hardly ever put a pink letter in a pink envelope except maybe to send birthday greetings to Grandma. But when I want to give someone a surprise I'll mix yellow and green. It's just like working out different combinations of Christmas wrappings or shuffling up sweaters and skirts." —M. R.



"A real joy during hot days!"

Mrs. F. W. Henkel
1017 Grove St., Evanston, Ill.

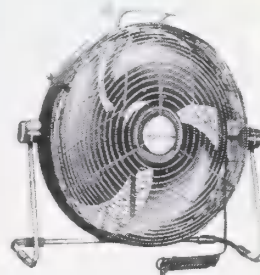


ILG

VENTILATION

"...can readily be moved from room to room..."

"In previous summers, our apartment was so hot that we left it for cooler quarters. Thanks to our Ilgdualaire we stayed here last summer and were comfortable at all times. It is a convenient, versatile addition to our apartment... a real joy during hot days." At night, the Henkels set their Ilgdualaire on a window sill and it pulls in fresh, clean outside air, lowers inside temperatures 10° to 20°. By day, they set it on the floor, and it circulates air for greater comfort. Why should you simmer this summer? Keep cool with an Ilgdualaire. See your ILG dealer or send coupon.



Features of the Ilgdualaire include patented fan wheel that provides extra air volume... super-quiet operation. Pivot bracket base permits operation from any angle. Convenient carrying handle. Other models for cooling of all homes and apartments from one to nine rooms.

FREE! Colorful booklet
"ILG Cooling Fans"



ILG Electric Ventilating Co., 3816 North Crawford Avenue
Chicago 41, Illinois • Offices in more than 40 Principal Cities

- ☐ Send FREE BOOKLET on ILG Cooling fans
☐ Send name of my ILG dealer

Name _____

Address _____

City _____ Zone _____ State _____

PICK PIPER FOR PLEASURE!



Perfection
in Champagne

Since 1785



PIPER-HEIDSIECK



RENFIELD IMPORTERS LTD. • NEW YORK



At night, air is much cooler close to the ground. A low air intake, as shown on this door, gets the cool air up into house if house is equipped with attic fan. Attic fans and low air intakes go well together.

Wind Control in Hot Weather

CONTINUED FROM PAGE 124

the air will flow through it properly. That's in the daytime.

Your real summer problem is the *night*. The wind usually calms down with sunset. In many places, a new wind from an entirely different direction springs up later in the night. But in level country, this change comes late—perhaps about 10 p.m. First, the day wind must die down. Then the night wind starts—slowly at first. It may not be clearly noticeable till midnight. Net result: You get a calm at the worst possible time. Just when the children should be asleep, when you want to go to bed, the house is hot and oppressive. Outside, it's nice and cool by 10 p.m., but the house is hot.

How can you get that coolness into the house? Use your head or, rather, use the headwork of the scientists. The science of weather has made big strides in the last few years, mostly because of aviation. Our weather hasn't improved any, but our understanding of it has. We know things that they never noticed 20 years ago. Here is one such thing.

Night coolness does not come from east, west, north, or south; it comes from *below*. Here is the way it comes. The ground cools off first. Then the cool ground cools the lowest layer of air, say, within an inch of the ground. All through the night this cooling goes on. The cool air layer gets thicker and the bottom-most air gets still cooler. To show you the situation at mid-

night on a typical August night somewhere on the Atlantic Seaboard, these figures (see sketch on page 124) were given us by Dr. H. E. Landsberg of the U. S. Research and Development Board. He is HOUSE BEAUTIFUL's consultant on questions of "Micro-Climate," such as this one.

Note the big difference between the ground level, 68°, and the 6-foot level, where your ground floor windows get their air: 75°. Seven degrees warmer! At 15 feet, where your upstairs bedroom windows get their air, it's another couple of degrees warmer. By sunrise, on an August morning, the cool layer may be 200 feet thick; the temperature right near the ground may be 60°; but 300 feet above the ground the air is almost as warm as it was in the daytime—perhaps as high as 90°.

So, if you want cool air early in the night, when you need it most, go down and get it. Kick the hot air out of the house with an attic fan. Take cool air into the house through an air intake *way down low*.

An attic fan is a must anyway. It is so ridiculously cheap, considering how much good it does. But it does twice as much good if the air comes into the house at ground level. Not through the ground floor windows, but way down within a few inches of the ground.

Some experimental houses in Austin, Texas, built by the Acme Brick Company, have small air in-

No. 4057
SKYLINE
Forest Fruit

★ SKYLINE ★

Blue Ridge Dinnerware

CHEERFUL CHARM FOR YOUR TABLE

This distinctive new Skyline dinnerware, by the makers of Blue Ridge, is presented in a gay array of genuine Hand Painted patterns. Forest Fruit (No. 4057 Skyline) is but one of the many lovely motifs and eye-pleasing color harmonies to inspire carefree conversation at your table. Under the glaze decorations are fully protected through years and years of lasting service. See Skyline dinnerware at your favorite store now. You will marvel at its modest cost.

BLUE RIDGE Dinnerware

SOUTHERN POTTERIES, INC.

DRAWINGS BY JOHN BRIMER



For night coolness, every inch counts. Half an inch off the ground air is much cooler at night than 10 inches off ground. This window lets attic draw grass-roots air. In daytime, however, low air is hot.

ke vents (insect-screened, of course) literally at ground level. Austin is hot in summer, but all night long these houses take in cool air and run it, not only through the rooms, but through the hollow spaces in the wall itself. It cools not only the people, but so the materials of the house. So the house starts fresh into the next day's heat. We hope to report on it at work later, when the results of the experiment are in.

(More about this on next page)

Meanwhile, in your own house, you probably have low air intakes that could be adapted: areaways, basement windows, the outside cellar door, if any. The door to the terrace lets in cooler air if you somehow close off the top part (see page 164) and let the air come in only at bottom level. Think of the cool air as if it were water. It flows downhill and forms pools in the low places. From there you can get it up into your house.

it's spring

IT'S

Motorola

portable
time

They're brand new for spring—the best-looking, best-sounding little radios you've heard. The new Motorola portables play *anywhere*—outdoors on their own long-life batteries or indoors on ordinary house current. All are value-priced. See them soon!

JEWEL BOX, 5J1

Light and small... but it sounds like your living room console! And talk about beauty... its handsome jade-green and ebony plastic case will be "at home" in any room. Plays outdoors on battery or indoors on house current.

\$29.95
less batteries

See—Hear them at your dealer today!

Prices slightly higher in South and West. Prices subject to change without notice.

20 YEARS OF ELECTRONIC ACHIEVEMENTS GUARANTEE MOTOROLA HIGH QUALITY



CAST ALUMINUM FURNITURE FOR

Gracious Dining

Write for name of dealer and illustrated catalog N11 **molla, inc.,** 171 Madison Avenue, New York 16, N. Y.

A grouping of delicately sculptured cast aluminum for indoor and outdoor dining. Petal-soft pastels and white, specially finished to safeguard their beauty against rust and chipping.

by
molla

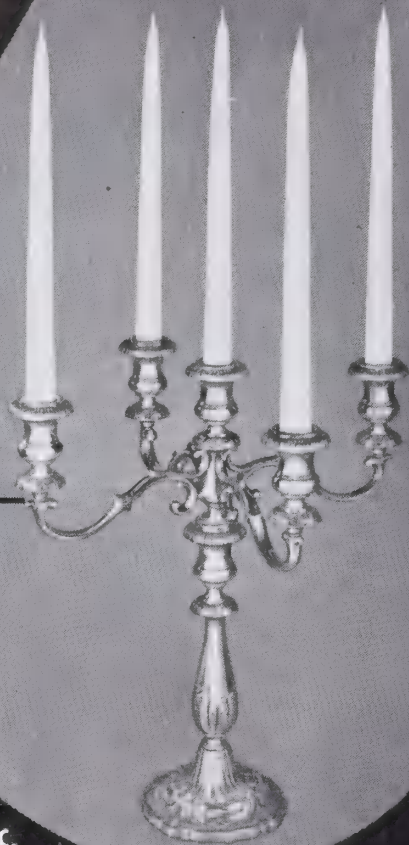
Masterpieces in Sterling

by
FISHER

"Victoria"
Five Light Candelabra

LOOK FOR THE
FISHER
MARK ON DESIGN

THE FISHER SILVERSMITHS, INC.
JERSEY CITY, N. J. - PROVIDENCE, R. I.



WIND CONTROL IN HOT WEATHER

CONTINUED FROM PAGE 125

Here is the list of fan and blower manufacturers referred to on page 125. They contribute to hot-weather comfort by activating the flow of air through your house. The list covers only fans with a minimum capacity of 4,000 cubic feet of air per minute.

Air Controls, Inc., Div. Cleveland Heater Co., Cleveland, Ohio

Air Equipment Co., Inc., Chicago.
American Blower Corp., Detroit, Michigan.

American Coolair Corp., Jacksonville, Fla.

Baldor Electric Co., St. Louis, Mo.
Bar-Brook Mfg. Co., Inc., Shreveport, La.

Bishop & Babcock Mfg. Co., Cleveland, Ohio

Brundage Co., Kalamazoo, Mich.
C & H Air Conditioning Fan Co., Inc., Atlanta, Ga.

Philip Carey Mfg. Co. (Miami Cabinet Div.) Middletown, Ohio

Century Fan & Ventilator Co., Stamford, Conn.

Chelsea Fan & Blower Co., Inc., Irvington, N. J.

Climax Machinery Co., Indianapolis, Ind.

Dana Fan & Blower Corp., Cincinnati, Ohio

DeBothezat Fans Div., American Machine & Metals, Inc., E. Moline, Ill.

Diehl Mfg. Co., Somerville, N. J.

Eagle-Picher Co., Cincinnati, Ohio
Electronic Devices, Inc., Chicago.

Emerson Electric Mfg. Co., St. Louis, Mo.

Fresh'nd-Aire Co., Div. of Cory Corp., Chicago, Ill.

Holcomb & Hoke Mfg. Co., Inc., Indianapolis, Ind.

Hunter Fan & Ventilating Co., Memphis, Tenn.

Ilg Electric Ventilating Co., Chicago, Ill.

Joy Mfg. Co., Pittsburgh, Pa.

Lau Blower Co., Dayton, Ohio

Lennox Furnace Co., Fort Worth, Texas.

Lonergan Mfg. Co., Albion, Mich.

Maier Electric & Machine Co., Inc., Indianapolis, Ind.

McLean Engineering Laboratories, Princeton, N. J.

Moore Co., Kansas City, Mo.

Herman Nelson Div., American Air Filter Co., Inc., Moline, Ill.

Quietaire Corp., Houston, Tex.

Reed Unit-Fans Inc., New Orleans.

Reynolds Mfg. Co., Grand Rapids, Michigan.

Schwitzer-Cummins Co., Indianapolis, Ind.

Seco-Lite Mfg. Co., St. Louis, Mo.

H. J. Somers, Inc., Detroit, Mich.

O. A. Sutton Corp., Wichita, Kan.

Trane Co., La Crosse, Wis.

U. S. Air Conditioning Corp., Minneapolis, Minn.

Utility Appliance Corp., Los Angeles, Calif.

Valley Fan Mfg. Co., Fort Valley, Georgia.

Ventilaire Fan & Blower Co., New York, N. Y.

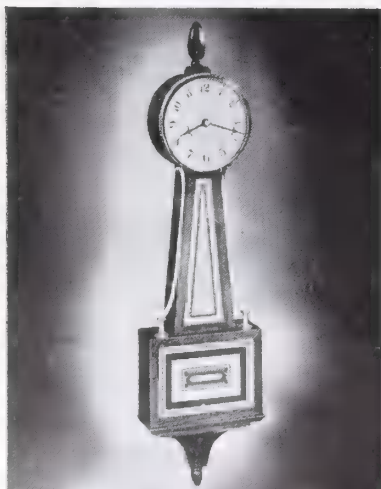
Westinghouse Electric Corp., Sturtevant Div., Boston, Mass.



Presenting

the season's most decorative **SETH THOMAS CLOCKS**

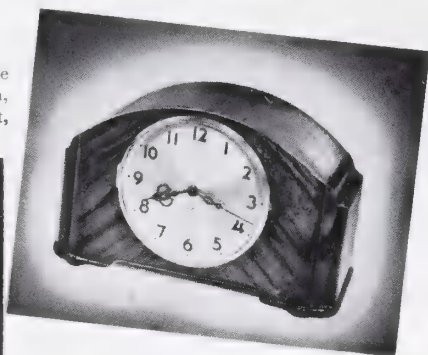
You've been wanting a banjo clock like the Seth Thomas Homestead! Colonial design, mahogany case, electric movement. Height, 24 $\frac{1}{4}$ inches. Width, 6 $\frac{1}{2}$ inches. \$29.95.†



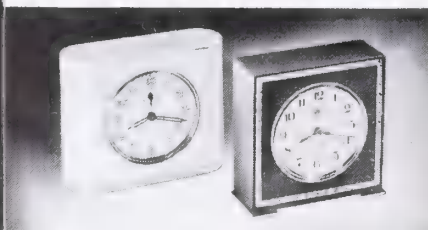
SETH THOMAS

The finest name in clocks

MASTERSHIP AND ENDURANCE



Count happy hours with the Simsbury, distinguished clock in rich brown mahogany cabinet. Clear-view dial, electric or 8-day pendulum Westminster Chime movement. Height, 8 $\frac{3}{8}$ inches. Width, 14 inches. \$57.50.†



Keywound alarm clocks Deft (left) and Severn (right) are built for duty, for beauty! Deft in mahogany or creamy leather, plain or luminous dial. Severn in mahogany or red leather. \$8.95† to \$12.50. Seth Thomas® Clocks, Thomaston, Conn., Div. of General Time Corp.



DONNELLY-KELLEY
Mirrors

LASTING BEAUTY

Styled in decorative modern design, this mirror is handsomely hand-engraved with oval-shaped printies which give this beautiful piece its sparkling charm. Write today for our folder, "How to Lend Personality to your Walls with Mirrors."

Donnelly-Kelley Glass Company, Holland, Michigan

THE AMERICAN DREAM

CONTINUED FROM PAGE 139

Here are the furnishings and construction materials specified for the house designed by architect Henry Miller and shown on pages 126-131:

Furniture: All case pieces, cane-back chairs, lounge chair. Sligh furniture manufactured by Grand Rapids Chair Co., Grand Rapids, Mich.; finished with "Kemvar," Sherwin-Williams Co. Leather television chair, Shearman Bros. Co., Jamestown, N. Y. Sofa, Herman Miller Furniture Co., Zeeland, Michigan.

Fabrics: Draperies, seat covers, incidental pillows, pads on window benches, Louisville Textiles, Inc., Louisville, Ky. Divider curtain, Golding Bros. Co., N. Y.

Rugs: "Walpole," Hardwick & Magee Co., Philadelphia, Pa. Hooked rug, Theodore Sizer, N.Y.C.

Television: "Mansfield," DuPont, East Paterson, N. J.

Accessories: Desk lamp, Wal-Iron Associates, New York, N. Y. Candelabrum, Cray of Boston, New York Center, Mass. Brass candelabrum, Kagan Designs, Inc., New York, N. Y. Fire tools, Ficke, New York, N. Y. Candles, Will and Baumer, Syracuse, N. Y.

Art: "Color Perspective" over fireplace by Jacques Villon. "Small Yellow" and "Abstract Variations" over desk by Vassily Kandinsky, and "Abstract Still Life" by Serge Charchoune are from the Collection Societe Anonyme, Yale University Art Gallery. Sculpture, "Dance of Life" by Frances Kent Lamont, Parargil Galleries, N. Y. C.

Foundation: Cinder blocks, Plasticrete Corp., Hamden, Conn.

Structure: "Copperweld" metal pipes, Copperweld Steel Co., Pittsburgh, Pa.

Interior wall surfaces: Ply-

wood in hall. U. S. Plywood Corp., New York, N. Y. "Homasote" in bedrooms, Homasote Corp., Trenton, N. J. Asbestos flexiboard in bath, Johns-Manville, N. Y. C.

Roofing: Coal tar pitch, The Kopper's Co., Pittsburgh, Pa.

Ceilings: Fiber boards, Homasote Corp., Trenton, N. J.

Windows: "Kane Quality" aluminum windows and screens, Kane Mfg. Co., Kane, Pa. Plate glass and glazing, Libbey-Owens-Ford, Toledo, O. Awnings, Koolvent Metal Awning Corp., Pittsburgh, Pa.

Paint: "Rexpar" exterior varnish, Sherwin-Williams Co., N. Y. C.

Weatherstrip: Accurate Metal Weather Strip Co., New York, N. Y.

Flooring Finish: "Colorundum" concrete coloring in living room, A. C. Horn, Inc., Long Island City, N. Y. "Tile-Tex" in kitchen and lavatory, Flintkote Co., Chicago Heights, Ill. Linoleum in entry and bath, Armstrong Cork Co., Lancaster, Pa.

Hardware: All finish hardware, Sargent & Co., New Haven, Conn. Window track, Accurate Metal Weather Strip Co., New York, N. Y. "Whitco" transom adjusters, The Vincent Whitney Co., San Francisco, Calif.

Plumbing fixtures: Crane Co., Chicago, Ill.

Boiler: American Radiator & Standard Sanitary Co., Pittsburgh.

Radiant Heating Panels: Crane Co., Chicago, Ill.

Rock Wool Insulation: Johns-Manville, New York, N. Y.

Intercommunication System: Graybar Electric Co., Inc., N. Y. C.

Lighting Fixtures: General Lighting Co., Los Angeles, Calif.

Kitchen and Laundry Equipment: General Electric Co., Bridgeport, Conn.

"My PHILCO's easier to use than any other freezer ever built!"



The front slopes in to the bottom—you can stand closer comfortably

Exclusive new design puts 70% of storage space above knee level



EH-121-Illustrated above—\$349.50*

Holds 435 lbs. of Food! No freezer ever built gives you quite as much in design, features, and money-saving value as this magnificent new 12 cubic foot Philco.

Built so a woman can use it more easily, more conveniently, it has 70% of storage space above knee level, brings more food packages within easy reach without stooping. It has a front that slopes

in to the base so you can stand closer. It has 3 gleaming porcelain compartments with new easy-lift storage baskets and new plastic Utilitray.

Temperatures as low as 15 degrees below zero permit sharp freezing in any compartment. Far and away the most advanced home freezer for '50, this newest Philco sets a new high in freezer convenience, economy and value!

See the new Philco freezers, 4 to 30 cu. ft., at your dealer's now!



DH-81—8 cu. ft. capacity in 5 cu. ft. cabinet. Holds 280 lbs. \$265.00*

*In Zone 1



DH-41—4 cu. ft. capacity in 2½ cu. ft. cabinet. Holds 140 lbs. \$189.50*



PHILCO
HOME FREEZERS

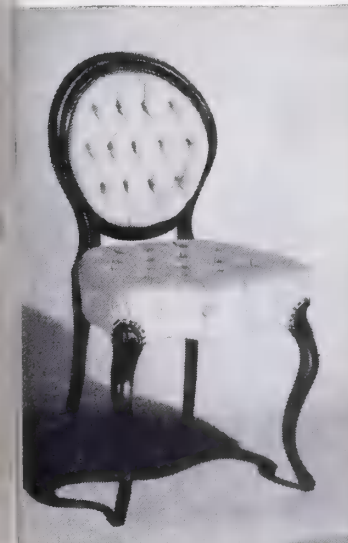
The Katherin Price Side Chair

A solid mahogany American Victorian chair with graceful, flowing curves. It is delightfully soft and comfortable with a foam rubber seat and back in beautiful covers. Available in a true old mahogany or blonde mahogany finish.

A decorator chair

by
Jamestown Lounge Co.
Jamestown, N. Y.

Ask your dealer to show you this chair



they all thought we had
enlarged the room...



that's

what a

Nurre

"living picture"

mirror

did for us

Gone is that crowded, cramped feeling when you hang a Nurre "Living Picture" Mirror. In an instant, rooms that once lacked warmth and depth stretch out and come to life . . . reflecting light, color, motion . . . all your own personal charm. See for yourself if this isn't so. Ask in your better stores for Nurre "Living Picture" Mirrors—framed or Venetian, plain or decorated, modern or period—all created by Nurre's own designers. You can pay a little or a lot, but, whatever you pay, you can always be sure you bought the best when it's a Nurre!

*Illustrated is Model 1250, 38" x 50". A beautiful, beveled center mirror with hand engraved border decoration.

THE NURRE COMPANIES, INC. • BLOOMINGTON, INDIANA



This name identifies genuine plate glass Nurre Mirrors. It is your assurance of the finest in quality, styling and craftsmanship. Look for it when you buy.

Pace-Setter Houses on Exhibition

HOUSE BEAUTIFUL's three Pace-Setter houses (one shown in detail in this issue, two to be published in forthcoming issues) in Hillsdale, San Mateo, California, will be open to the public throughout the summer.

When

The Pace-Setter houses will be on exhibition from May 27 through September, 1950. They will be open daily (including Sunday) from 10 A.M. to 6 P.M.

Where

Exhibition houses are on the corner of Hillsdale Boulevard and Alameda De Las Pulgas in Hillsdale, San Mateo, Calif.

How to get there

From San Francisco follow Bayshore Highway (Highway 101) or El Camino Real (Alternate Highway 101) for 20 miles to Hillsdale. Turn right on Hillsdale Boulevard and follow this to Alameda De Las Pulgas where Pace-Setter houses are located.

Facts about the Pace-Setter House

The following list of building materials and home furnishings were used in HOUSE BEAUTIFUL's Pace-Setter house which appears on pages 92-101. The house was built by the David D. Bohannon Organization and decorated by W. & J. Sloane, San Francisco.

Living Room

Furniture: All wood pieces, dining-room side and armchairs, Sligh furniture manufactured by Grand Rapids Chair Co., Grand Rapids, Mich.; finished with Sherwin-Williams' "Kemvar" (one of the new alkyd urea finishes which have superior resistance to alcohol, perfume, nail-polish remover, and other familiar household chemicals, as well as to hot dishes, and ordinary scars and scratches). Upholstered chair and sofa, W. & J. Sloane (own brand), San Francisco, Calif. Modern radio-phonograph, The Magnavox Company.

Floor Covering: Celadon Wool-

turf rug, Firth Carpet Co., New York, N.Y.

Fabrics: Metallic texture, Cohn-Hall-Marx, New York, N.Y. Leather, W. & J. Sloane (own brand), San Francisco, Calif.

Lamps: Brackenridge & Taylor, Los Angeles, Calif.

Master Bedroom

Furniture: Sligh furniture, Grand Rapids Chair Co., Grand Rapids, Mich.; finished with "Kemvar," Sherwin-Williams Co.

Floor Covering: Chinese hook rug, W. & J. Sloane (own brand), San Francisco, Calif.

(Continued on page 171)



"Home-Planned" Furniture Takes a Helpful Interest in the Future of Your Home . . . This mellow, traditional furniture takes your plans for the future *very* seriously! Like the sensible open stock idea, its "Home-Planned" designs assure a basic harmony—but with a pleasant flexibility that brings fresh charm as you later add to living, dining and bedrooms. The Heywood-Wakefield emblem is a trusted symbol of the lasting value that comes only from superb craftsmanship and select hardwoods. See Old Colony at your furniture or department store.

Old Colony

by



Both these trusted symbols assure the quality of all Heywood-Wakefield furniture.

Beacon Hill Furniture

87 B Albany Street
Cambridge, Mass.



CHICAGO SHOWROOM
L. L. Plues and Orr, Inc., Merchandise Mart

Our whole room came alive
—when we got rid of
ugly **DEAD SPOTS!**



"Shabby old window shades were DEAD SPOTS in our room—until our decorator suggested exciting plaid Columbia Shades. Now the whole place looks brighter, fresher!"



Gone is that crowded, "Living Picture" Mirror. In all warmth and depth stretch out and light, color, motion . . . all your own if this isn't so. Ask in your "Living Picture" Mirrors—framed, rated, modern or period—all created. You can pay a little or a lot, but, always be sure you bought the best

*Illustrated is Model 1250, 38" x 50" center mirror with hand engraving

THE NURRE COMPANIES, INC. •



This name identifies Nurre Mirrors, the finest in craftsmanship. Local

A LOT OF DECORATING FOR A LITTLE MONEY!

Decorators say it's the most inexpensive "re-do" they know . . .

Columbia's best washable shades in solid colors cost a mere \$3.00 for the average size; the charming patterned shades cost a trifle more. And you can get

Columbia cloth shades for as low as \$1.79 too; just perfect for

laundry, attic, storage room or guest room.

Whatever your taste, you can suit it beautifully with a Columbia Shade.

Ask to see the whole line at your Columbia Authorized Dealer,

leading department and furniture stores, or shade shops.

THE STATION WAGON WAY OF LIFE

CONTINUED FROM PAGE 109

There is a list of sources for merchandise used in the house designed by Cliff May.

Dining Room

Furniture: Tables, chairs, and sideboard designed by Paul Frankl. Johnson Furniture Co., Grand Rapids, Mich. Cork tops on tables and sideboard. David E. Kennedy, Brooklyn, N. Y.

Fabrics: Textured fabric on chairs. Golding Bros. Co., New York, N. Y. Drapery, Harry F. Slater, Los Angeles, Calif.

andelabrum: Vincent Lippe, New York, N. Y.

able Setting: "Chapel Bells" sterling. The Alvin Corporation, Providence, R. I. Pottery plates and up dishes, Richards Morgenthau Co., New York, N. Y. Indian head cotton napkins, Textron, Inc., New York, N. Y. Wooden trough, Tunnell & Chaffin, Los Angeles, Calif. Tureen, Grace Ellis, Los Angeles, Calif. Casseroles, Dick Knox Displays, Los Angeles, Calif.

Bedroom

Furniture: The Station Wagon group, designed by Paul Frankl. Johnson Furniture Co., Grand Rapids, Mich.

Fabric: Bedspread, Golding Bros. Co., New York, N. Y.

flooring: "Kencork", David E. Kennedy, Inc., Brooklyn, N. Y.

Lamps: Lamp-Craft Studios, New York, N. Y.

Art: William Ranney oil painting of bed. Kennedy Galleries, New York, N. Y. Print over small chest of Milton Avery. Raymond & Raymond Galleries, Beverly Hills.

FACE-SETTER HOUSE

CONTINUED FROM PAGE 168

Fabrics: Blue and white print. Louma Hand Prints, San Francisco, Calif. Blue and white textile, Northwood Textile Mills, Calif.

Lamps: Brach-Allen Studio, Chicago, Ill., and Paul Hanson, New York, N. Y.

Bedroom No. 2

Furniture: Double bed with special headboard, double chest, two night tables. Crawford Furniture Co., Jamestown, N. Y. Armchair, Chant Ball, Gardner, Mass.

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Danish Crown, left, Spillars place setting, \$58.20.
Above, Princess Fuchsia, \$49.10.

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Seattle, Washington

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Detroit, Michigan

For address of nearest dealer, write
PAUL WILKENS, INC.
2400 Harriet Ave. S.
Minneapolis 5, Minn.

Floor Covering: Lime green frieze carpet, Alexander Smith & Sons, Yonkers, N. Y.

Fabrics: Bedspread, Greeff Fabrics, Inc., New York, N. Y. Dotted satin, S. M. Dexter Co., "Nassau" print, Louma Hand Prints, San Francisco, Calif.

Lamps: Paul Hanson, New York.

Study Bedroom

Furniture: Sligh furniture, Grand Rapids Chair Co., Grand Rapids, Mich.; finished with "Kemvar," Sherwin-Williams Co.

Floor Covering: Corn Woollurf rug, Firth Carpet Co., N. Y.

Fabrics: Celaloom drapery, Celanese Corp. of America, New York, N. Y. Leather, W. & J. Sloane (own brand), San Francisco, Calif.

Lamps: Lightolier, Inc., Jersey City, N. J.; Abels Wasserberg, Inc., New York, and Harriet Sherry, Ltd., New York, N. Y.

Kitchen

Equipment: Youngstown cabinets and sink, Mullins Mfg. Co., Salem, O. Refrigerator, washing machine and dryer, General Electric Co., Bridgeport, Conn. Ventilating fan, Trade Winds Motorfans, Los Angeles, Calif. "Select-A-Range," Landers, Frary & Clark, New Britain, Conn. Cosco posture chair, Hamilton Manufacturing Corp., Columbus, Indiana.

Foundations: Concrete, Portland Cement Co., Chicago, Ill. Reinforcement, Columbia Steel Company, San Francisco, Calif.

Interior Wall Surfaces: U. S. Plywood Corp., New York, N. Y.

Roofing: Pioneer building paper, The Flintkote Co., New York, N. Y. 4-ply felt, Johns-Manville, New York, N. Y.

Flush Panel Doors: Pacific Mfg. Co., Santa Clara, Calif.

Paints: "Colorizer," Walter N. Boysen Company, Oakland, Calif.

Hardware: Schlage Lock Co., San Francisco, Calif.

Plumbing Materials: Steel pipe, Wheeling Steel Corp., Wheeling, W. Va. Pipe fittings, Stockham Valve & Fitting Co., Birmingham, Ala. Soil pipe and fittings, Richmond Foundry & Mfg Co., Richmond, Va. Copper water tubing, Mueller Co., Decatur, Ill. Bathroom fixtures, W. A. Case & Son

(Continued on page 175)

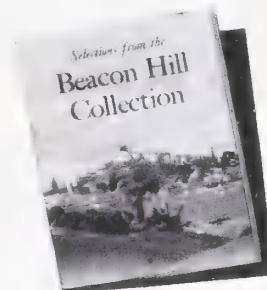


Re-created Masterpiece

Shawmut, Queen Anne Chest from English design of 1715. Australian maple drawer fronts. Gold tooled leather writing or service slides.

A re-created Georgian masterpiece from the Beacon Hill Collection of "limited edition" furniture that stays in fashion and lasts for generations.

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..no window work or worries ever"**

The day you move in and every day after, you'll be glad your new home has windows of Alcoa Aluminum. They stay so attractive. No painting, no special care is necessary. There are no deep dirt-catching corners to slow up housework.

Because aluminum is strong, frames are narrower, glass areas larger. Aluminum windows help you blend interiors with the beauty of the out-of-doors. Through the years aluminum windows save you money. They won't warp or shrink, they stay weathertight, easy to open and close.

Leading window manufacturers make aluminum windows in all standard types and sizes. For the names of manufacturers, write ALUMINUM COMPANY OF AMERICA, 1492F Gulf Bldg., Pittsburgh 19, Pa.

IN THE BATHROOM Alcoa Aluminum is the ideal material for shower stalls, hardware, tile and every other place where you want freedom from rust and ease of cleaning.



THE MODERN METAL FOR MODERN HOMES

ALCOA ALUMINUM



Take It Easy, Lady!

Take advantage of new labor-saving equipment, and improvements in old, and you won't be a slave to housework

by Charlotte Eaton Conway



No need to rip up the kitchen and go through a lot of mess and expense for plumbing installation with the All-American roll-away dishwasher. Plug it in, attach hose to hot water faucet, and

machine washes, rinses twice, pumps out the water, and shuts itself off. All it takes is 15 minutes and 3½ gallons of hot water to do both back and front of dishes. Dishes, glassware, and silver fit into two racks within a chip-proof fiber-glass tub. Whole dishwasher measures only 22" x 16" x 36" high, and therefore will tuck away in a small space.

DRAWINGS BY KELLY OECHESE



Some kitchen things you never know what to do with? All that should be solved by the "range pantry" that Crosley makes as part of their complete kitchens. Shelves inside the pantry door take care of often-used condiments, paper toweling, or what-have-you. An open file section holds the one or two cookbooks you refer to most often. One half might hold breakfast dishes used every day. Pantry section measures 18" high (30" including shelf), 40" wide like range, 13¼" deep. Steel cabinets have white baked enamel finish.

Ever hear a housewife complain that her refrigerator is not big enough? Well, the same complaint is heard now about home freezers. So Kelvinator brings out a new 12 cu. ft. model to hold 450

lbs. of frozen food. If your hobby is hunting and fishing, keep some of the space for fish and game and they'll be even more of a treat months hence. Do your day-to-day marketing out of the freezer, too, and have more varied menus than ever before. Besides all this, you'll be surprised how much money you save by buying when prices are reasonable.



No more guesswork as to the quantity of clothes that can be efficiently washed in your washer! On their new Laundromat, Westinghouse introduce their Weigh-to-Save door. Just load the clothes on the door, and a built-in indicator registers "small," "medium," or "regular" load. Then you set the Water Saver according to the size of the load, and the control dial for proper temperature, and add soap and softener (if needed). This way you have exactly the correct amount of hot water, and are assured that you will get the cleanest possible wash.



Here's a refrigerator that works practically like magic. General Electric have built magnets into the plastic door gaskets so that the door is magnetically attracted to the cabinet as the door swings shut. Also, they have put a foot pedal on the refrigerator so you can open it even with both hands full. New ice cube trays let you lift out as many or as few cubes as are needed and return the remainder, still in their dividers, to the refrigerator. Fruit and vegetable drawers slide in and out quietly and easily, thanks to a new mounting.

(Continued on next page)

The woman who chooses well



Church Pearl Seat
No. 840

Her gowns, are masterpieces of style and taste . . . like everything in her home, they reflect her careful attention to detail, her appreciation of beauty, quality, fine workmanship. Especially in the less obvious things.

You'll find a Church Seat in her bathroom. Smartly accenting the carefully chosen color scheme, its unobtrusive beauty confirms her good taste, its unmistakable quality her good judgement. The name Church stamps it as beyond question the best . . . the standard by which all others are judged.

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Division of AMERICAN RADIATOR & Standard Sanitary CORPORATION

Church Pearl Seats (like the one illustrated here) come in a choice of 17 rich tints, soft pastels, black or white, at better plumbing stores everywhere.

Church Seats
"THE BEST SEAT IN THE HOUSE"

Serving home and industry
AMERICAN STANDARD ■ AMERICAN BLOWER ■ CHURCH SEATS
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UNITE' dining table



Magnificent authentic French Provincial styling in fruitwood. Rich antique French walnut finish. Table extends to full 96 inches. At leading furniture and department stores. Send two-cent stamp to Dept. B for booklet.

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American Wine Company

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TAKE IT EASY, LADY!

CONTINUED FROM PRECEDING PAGE



Now that your laundry is on the first floor (we hope), and is just as carefully planned and complete as your kitchen, you'll want a hamper as part of it. Geneva Modern Kitchens, who make

steel cabinets, have added a steel hamper mounted on rollers, which fits right into the cabinet assembly. It's ventilated in the sides and bottom to allow free circulation of air. Now you can load soiled clothes into it as they accumulate, and when ready, roll the whole thing over to your washer. The hamper is 18" wide, 24½" deep, and the usual 36" high.



You can't make pancakes as fast as your family can eat them?

Then you'll be interested in a new Bilt-in Griddle, made by Thermador, the same people who make built-in range tops. It's perfect,

too, for hamburgers, crisp bacon, frizzled ham and eggs, or fritters. The family will go for the quick meals that can be cooked on it, and it's big enough to fix a lot of food for the crowd. Of stainless steel, it's designed to be built into a counter top. A recessed grease cup is easy to remove and clean. Range-type switch has five different positions.



If space is at a premium in your house but family appetites are as big as ever, this is the range for you. Frigidaire makes it only 30" wide, yet it has four surface units and a huge oven with

sliding shelves which adjust to five positions. There is also a full-width storage drawer. Radiantube cooking units can be adjusted for five different heats. Lamp and Cook-Master automatic oven control are conveniences you will appreciate. Broiler unit is recessed in oven top at waist height. Broiling pan and grid are made of easy-to-clean porcelain.

FACTS ABOUT THE PACE-SETTER HOUSE

CONTINUED FROM PAGE 171

Mfg. Co., Buffalo, N.Y. and Kohler Company, Kohler, Wisconsin.

Insulation: Wall sheathing, Celotex Corp. Chicago, Ill.

Electrical Wiring: Multibreaker panels, Bulldog Electric Products Co., Detroit, Mich. Main service equipment, Meyers Safety Switch Co., San Francisco, Calif. Outlet boxes and fittings, Steel City Elec. Co., Pittsburgh, Pa. Wire and cable, Hazard Wire Rope Div. of American Chain and Cable, Bridgeport, Conn. Metal conduit, Triangle Conduit & Cable Co., New Brunswick, N.J. Receptacles, Arrow-Hart & Hekeman Elec. Co., Hartford, Conn., and Harvey Hubbell, Inc., Bridgeport, Conn. Switches, Bryant Electric Co., Bridgeport, Conn., and Arrow-Hart & Hekeman Elec. Co., Hartford, Conn.

Roof: Kaiser Aluminum & Chemical Co., Oakland, Calif.

Living-room Window: Ventilite Company, Miami, Florida.

Lighting Fixtures: "Prylites," Pryne & Company, Pomona, Calif., "Slimline," General Electric Co., Cleveland, Ohio. Other, General Lighting Corp., Los Angeles, Calif.

Heating System: Designed and installed by Robert Bruen Company.

Heat Generator: Copper coil tank heater, The Hotstream Heater Co., Cleveland, O.


Pressure Reducing Valve: Bell & Gossett, Morton Grove, Ill.

Control: Thermostat, Minneapolis-Honeywell Regulator Co., Minneapolis, Minn., and Aquastat, Fenwal, Inc., Ashland, Mass.

Flooring: Glazed "Suntile," Cambridge Tile Mfg. Co., Cincinnati, O. "Arlon" asphalt tile in baths, Armstrong Cork Company, Lancaster, Pa. "Kentile" in kitchen, David E. Kennedy, Inc., Brooklyn, N.Y.

Door Chimes: Nu Tone, Inc., Cincinnati, Ohio.

Decorating your home with Daylight



Your home is smarter, more beautiful and more cheerful when you have panels of handsome PC Glass Blocks to admit an abundance of natural daylight into your rooms. At night, too, the inside illumination streaming through these glass block panels adds warmth, charm and a "hearty welcome" to the outside appearance of your home. What's more, the high insulating value of PC Glass Blocks will help you control the climate in your home — will make it more comfortable — in summer or winter. Why not get full details? Write today to Pittsburgh Corning Corporation, Dept. VV-60, 307 Fourth Ave., Pittsburgh 22, Pa.

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GLASS BLOCKS

The mark of a modern home

Distributed by Pittsburgh Plate Glass Company, by W. P. Fuller & Co. on the Pacific Coast, and by Hobbs Glass Ltd. in Canada



DANGER! MILDEW IS MURDER!

Tests proved laundry can be weakened over 30% in hampers without all-over air vents for complete cross-ventilation

*World's Newest
Hamper
makes laundry
last longer*

- ★ **THOUSANDS OF NON-CLOG AIR VENTS!** Air circulates everywhere; bars destructive mildew and odors!
- ★ **MADE OF STEEL-RIBBED DUROWEVE!** Won't dent, bend or bulge!
- ★ **GIVES YEARS MORE SERVICE!**
- ★ **SHOWN HERE:** the newest PEARL-WICK hamper...featuring ALL-CLEAR interior...no posts, no beams, no bulky framework to snag or catch! Gleaming Duro-Plastic top, chrome-trimmed; hand-decorated front panel; decorator colors.

PEARL-WICK®

self-ventilating hampers made
of STEEL-RIBBED
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Family Size Upright Hamper, only **\$9.95**
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Other Pearl-Wick Hampers priced from **\$3.98**
Slightly higher west of the Mississippi



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"GOOD AMERICAN HOME"



PEARL-WICK DOR-O-MATIC DOOR OR WALL HAMPER

- ★ New convenience for every room!
- ★ Self-emptying! Self-ventilating!
- ★ Easily attached to wall or closet door!
- ★ A touch of your hand—laundry drops out!
- ★ Kitchen "must"; child's room aid; bedroom need; bathroom "extra"

At your favorite store or write Dept. 74. Remember, it isn't a genuine Pearl-Wick without the Pearl-Wick label.

Only **\$3.98**



PEARL-WICK CORP., Long Island City 2, N. Y.


Danish Porcelain
 THE NATIONAL FACTORY OF PORCELAIN
BING & GRONDAHL



Poultry Girl, about 9½" high... \$85
 Rooster... \$12.50
 Hen... \$10
 Chicken... \$7.50

Recalling scenes of native Danish life, each piece of porcelain breathes an enchantment that can issue only from the most masterly handling of form, color and glaze. In all the world, there is none finer.

Name of nearest dealer and interesting pamphlet forwarded on request.
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Peerage

Fine English brass for distinctive decoration and utility. The lovely hand rubbed finish, an exclusive "Peerage" process, is lacquered to prevent tarnish and requires no cleaning.

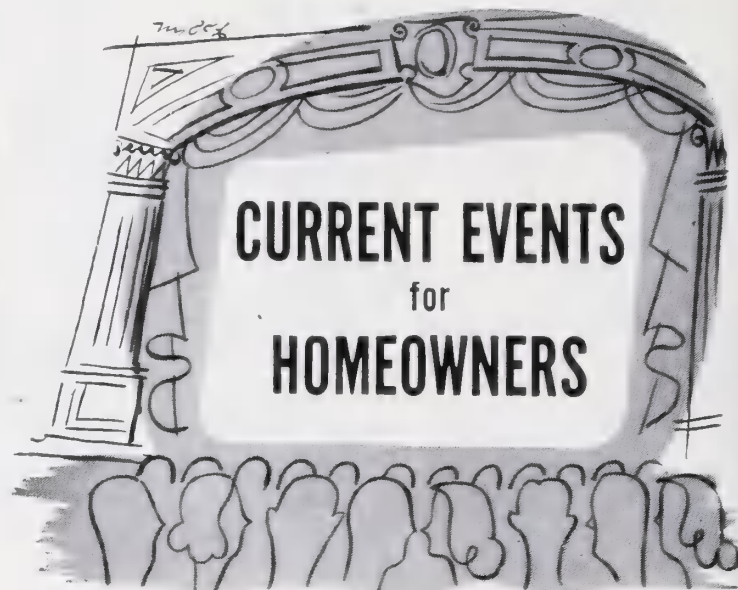
Tankard has embossed scenes and is superbly suited for long stemmed flowers.
 14" high \$8.40 each



Handled Pail, beautifully embossed, is unique for keeping magazines or kindling wood.
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Send for booklet of other "Peerage" creations and name of your nearest dealer.

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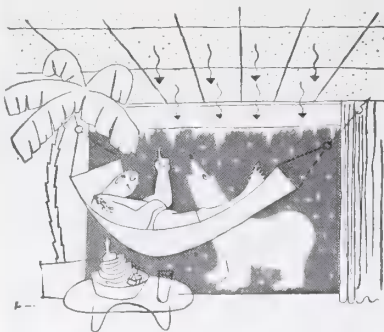
These new products are designed to help you, whether you're building a new house or just busy with the never-ending job of running an old one

Electric radiant heat from your ceiling means solid comfort for you and yours—whether or not you live in polar-bear country. Secret of putting your ceiling to such good works is Uskon, electricity-conducting rubber fabricated into rigid panels ¼ in. thick. The rubber (specially-compounded to conduct electricity) is laminated between layers of phenolic-impregnated paper insulation, which prevents shocks but allows heat radiation. Time-lag in responding to a call for heat (main drawback of present radiant-heating systems) is cut to less than half an hour. Proper thermostatic control keeps comfort on an even keel all winter.

Three panel sizes: 3' x 4', 4' x 4', 4' x 8'. Joints between panels may be used decoratively, or hidden with standard tape-and-cement treatment. Then cover as usual with paint, paper, or canvas.

Electric heating saves cost space, and means freedom from furnace, pipes, dirt, noise, moving parts, fuel delivery, and storage. On the other side of the ledger it remains about twice as expensive to operate in New York or Chicago as, say, an oil burner. In low-rate areas like the Tennessee Valley, electricity is a natural fuel.

The Graybar Electric Company distributes Uskon for the manufacturer, United States Rubber Co. 1230 Avenue of the Americas, New York 20, N. Y.



SKETCHES BY AMNON

Fireproof, waterproof, and Underwriters-approved, Uskon panels cost you around \$1.65 per sq. ft. (You rarely need to cover an entire ceiling with them: Usually a row, one panel deep, all around the ceiling will do. Ordinary wall-board fills in the gap.) Required is 220-volt AC current; recommended is 4 in. of insulation above the panels.

Reflective insulation can be poured on a roof according to the maker of Fiberated Lumiclad. This thick liquid of aluminum flake bounces the sun's rays off the surface of the roof. The claim is that the interior space directly below the Lumiclad coating will be 10° to 20° cooler in summer than the same space covered by a black roof. Conversely, in wintertime, it tends to hold heat in the building. The asbestos fiber contained in the liquid adds its own insulation value to the entire surface. Lumiclad is claimed to be highly waterproof and penetrating and will not check or crack. Coverage is from 100 to 200 sq. ft. per gallon depending upon roughness and porosity on the roof. It may be applied by either brush or power.

pray. Costs about \$3.45 per gal. and is available in 1 gal., 5 gal., and 55 gal. sizes. Abesto Manufacturing Corp., Cor. Wabash and Second, Michigan City, Ind.

Paint Peeler. The advent of summer may only serve to remind you that you can no longer get off refinishing the lawn furniture. If you think it *must* be a messy job, you'll be interested in Clean-Strip. This paint stripper is non-inflammable and not messy. It takes off the old paint, rather than dissolves it. In other words, it gets under the old film and breaks it away from any surface so that the old paint can be peeled off. We used it on a chair covered by seven or eight coats of enamel and restored it to its original white pine. In a case like this you allow the Clean-Strip to remain on the surface for a longer period before peeling off. No "afterwash" or "neutralizing" is required before repainting. A pint costs about 80¢ including hardware and department stores. Wm. M. Barr & Co., P.O. Box 3815, Memphis, Tenn.

Keep them out of the gutter. Leaves, that is. Or any other foreign matter that might clog or cor-

rode your roof gutter. A product called Gutter Screen solves this. It is simply a flexible tube of bronze wire mesh internally supported by a spiral brass spring. Tubes come in 5-ft. lengths which you lay end to end in the gutter trough. Trash is prevented from clogging and water flows freely. You can fit it around a corner, slide it under a bracket or shear it as needed. Just lift out to paint gutter and replace later. 43¢ per ft. for 50 ft. from Gutter Screen Mfg. Co., Box 447, Newark, N. J.

Chill chaser. Ever emerge shivering from a shower on a warm June morning? Chances are you need supplementary heat in your bathroom. Among the many heaters on the current market one of the neater and more efficient ones is the GE built-in wall heater. It is 17 $\frac{1}{8}$ " high by 13 $\frac{1}{8}$ " wide and is flush-mounted. The reflector is of highly polished, corrugated aluminum protected by a wire guard. It is approved by Underwriters Laboratories, Inc. For the small sum of \$16.95 you can have instantaneous warmth and, if you have remote control wiring, you can turn it on from your bedroom (Continued on next page)



For those who appreciate the finest

Baker Furniture, Inc.

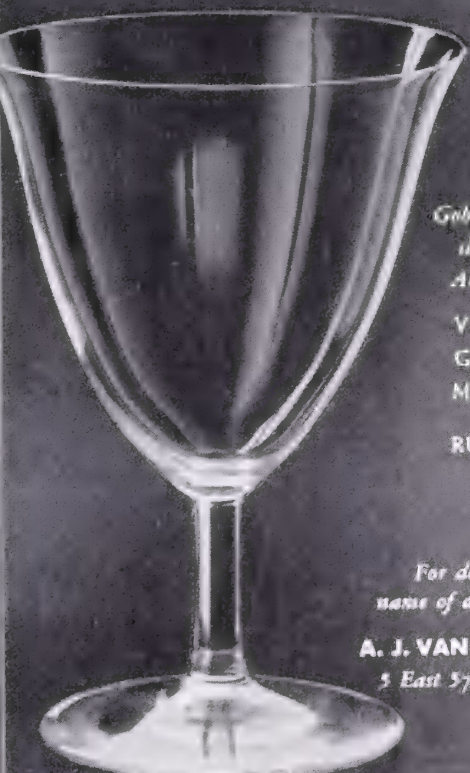
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GIMMEL'S, Philadelphia
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Goblet \$27. a doz.

For descriptive literature and name of dealer in your locale, write:

A. J. VAN DUGTEREN & SONS, INC.
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Guaranteed by Good Housekeeping

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Choose *Cherry Blossom*...

A breath of the Far East . . . captured and portrayed on fine American dinnerware by SALEM. *Cherry Blossom* is gay, exciting, new. See the complete service at your favorite store; 20-piece starter set only \$8.95. Crafted only by THE SALEM CHINA CO., SALEM, OHIO.

Dinnerware of Distinction Since 1898

"We rescued our game room from mildew—electrically!"



says Mrs. J. J. Russo,
Oak Park, Illinois

"Our basement was so damp that everything in the game room was mildewed—even the knotty pine paneling. Then we installed a Frigidaire Electric Dehumidifier. Overnight, it cleared up the excess humidity—now has completely ended mold and mildew."



No Messy Chemicals No Muss or Fuss

Now—check mildew-forming moisture electrically and automatically—with the amazing Frigidaire Electric Dehumidifier! Proved in thousands of installations, this revolutionary device draws damp air over chilled coils—forcing excess moisture to condense and drop into receptacle or drain. It's easy to install. And it's remarkably inexpensive to operate, for it's powered by Frigidaire's famous Meter-Miser refrigerating mechanism.

The Frigidaire Dehumidifier is effective in any closed area up to 25 x 40 x 8 feet. It's ideal for protecting game rooms, workshops, libraries, laundries, storage rooms—has scores of profitable business applications. For details, see your Frigidaire Dealer. Or write for folder—Frigidaire Division of General Motors, 1446 Amelia St., Dayton 1, O. In Canada, Leaside 12, O.

FRIGIDAIRE

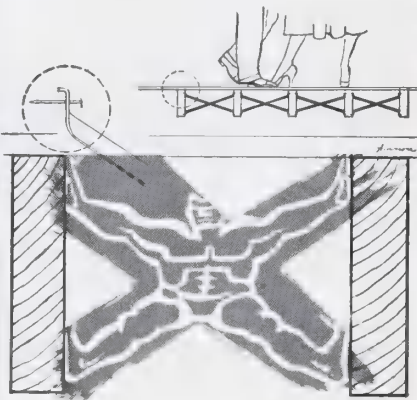
Electric

Dehumidifier

CONTINUED FROM PRECEDING PAGE

and pre-heat the room. It is available through General Electric retail distributors. General Electric Co., 1285 Boston Avenue, Bridgeport 2, Conn.

Mighty link in the structure of your house is Sta-tite, new steel joist bridging designed to replace the conventional wooden kind. Thumps from dancing feet, shrinkage and settling of your house merely make the steel brace bite harder, thanks to its patented

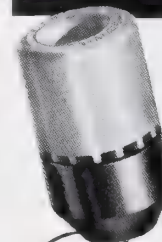


flange (see circle). Gone is the usual job of fastening braces after a year or so of weathering. At 10¢ per brace, you eliminate sawing and fitting, save nails and carpenters' time, and prevent sagging or creaking floors in years to come. Through lumber dealers, or from Beloit Steel Industries, Inc., City Hall Bldg., Rockford, Ill.

Dew on the pipes carrying cold water through your basement can spoil your plans for building a playroom there. So, eliminate the dew by wrapping cold pipes with a soft insulating material like NoDrip tape. Cork-filled, pliable, and easy to put on, NoDrip costs you \$1.69 per package—enough to cover a five-foot length of 1-in. pipe. Simply wipe lines dry and wrap spirally. The tape contains its own adhesive. Paint it with cold water paint if you wish, or leave it the natural brown. Buy it at hardware and department stores. J. W. Mortell Co., Kankakee, Ill.

A similar product with a similar name is No-Sweat. Cost is somewhat less—your \$1.50 covers twelve feet of 1-in. pipe—but application takes two operations: Next to the pipe goes an overlapping, spirally-wound layer of Fiberglas insulation. Over that goes a layer of fiber tape which protects the insulation and keeps humid air out. Buy No-Sweat also at hardware and department stores. Associated Specialties Co., Inc., 10640 Gratiot Ave., Detroit 13, Mich.

Amazing New Invention Takes the Splash out of water!



89¢
at all
stores

Slip it on any standard faucet for a bubbly soft stream instantly. No more dishwasher's drench or splattered floors! Millions of bubbles "aerate" bouncing, splashy water into a foamy, clinging stream. Crystal clear! Delicious! Velva-Flo water makes richer suds. Washes and rinses dishware faster, easier—with less hot water. Cap detaches for vegetable spray.

Firestone Velva-Flo[®]

AERATOR

REPLACEMENT OR RETURN OF MONEY
Guaranteed by
Good Housekeeping
IF NOT AS ADVERTISED THEREIN

* If not available locally, send \$1.00 (for cost and postage) to Firestone, Dept. E-1, Akron, O.



RUST
STAINS LIKE THESE
CAN'T HAPPEN WHEN
YOU USE NEVER-STAIN
ALUMINUM NAILS

- ★ WILL NEVER STAIN OR STREAK PAINTED SIDING OR COLORFUL ROOFING
- ★ ETCHED FOR GREATER HOLDING POWER
- ★ COST LESS TO APPLY NO PUTTYING OR COUNTER-SINKING NECESSARY
- ★ ALMOST 3 TIMES AS MANY PER LB.

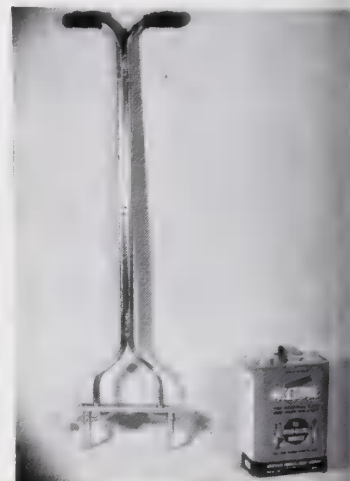
They pay for themselves in the savings they make—and they may save you a \$300 repaint job! Now packaged for the job in different colored boxes, each with quantity, size and type clearly indicated.

ALUMINUM IS NOT A SUBSTITUTE



NICHOLS WIRE & ALUMINUM CO.
DAVENPORT, IOWA

WORK-SAVERS FOR GARDENERS



"Soil-aire" tube punches holes in turf for better aeration needed for best growth of grass. Lawns that hard usage need this most. Toish dandelions, etc., use "Weedo"



Tropical Bulb Farm will send you plus five unusual cacti plants, the bowl with sand to have your desert garden for a sunny win

PHOTOGRAPHS BY GOTTSCHO-SCHILLER



"Permark" labels, invented by a time amateur gardener, should last years, have plastic card that takes oil or ink. "Gard-N-Tys"—wire-treated paper coating. "'49er" of the handiest garden tools in

(Continued on page 194)

HOW TO LEAVE HOME AND LIKE IT

CONTINUED FROM PAGE 89

inns along its new motor highways. For background, write the Finnish National Travel Office, 41 East 50th St., New York. Or ask your travel agent about the land cruise the Swedish State Railways promise for this summer—eight days on de luxe trains from Stockholm, crossing Lapland to reach Narvick, Norway.

Rome in a day

Of the many how-to-do-its put out to assist Holy Year travelers in Europe, none is more practical than the cloth-bound, really pocket-size little volume, *Rome*, by Ludwig Curtius. Pantheon Press, \$1.95. Except for 80 handsome photographs which make it a find for arm-chair travelers as well, it does not go in for glamour. But for pilgrims trying to gulp down a treasure-city full of treasures in no time flat, it does a neat job of sorting, recommending musts and maybes, and includes a detachable map you can take out and spread.

High thinking

Even though the Aspen, Colorado, Assembly opens June 26 this

year, you still have a better chance of participating in this feast of the aesthetic than you had last summer. For this year's Assembly continues until September 16, an arrangement which should spread the crowds to the greater comfort of all concerned. Like last summer's Goethe Bicentennial, the 1950 program will present some of the greatest artists, thinkers, and scholars of our day. You hear them via daily lectures, a Great Books discussion course, a School of Music, and a program of concerts in the inspiring tent amphitheatre designed by Saarinen for last year's programs. Reservations may be made on a one-week basis, in a desirable range of prices, but single tickets are also available for individual events. For information, write Aspen Institute for Humanistic Studies, Aspen, Colorado.

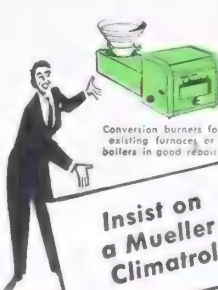
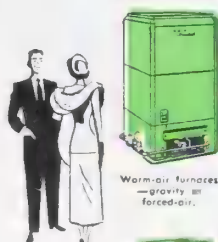
Appetizers

If you find New England resorts and restaurants serving more and better examples of old-time Yankee cookery, thank the New England Council as you down your apple-

(Continued on next page)



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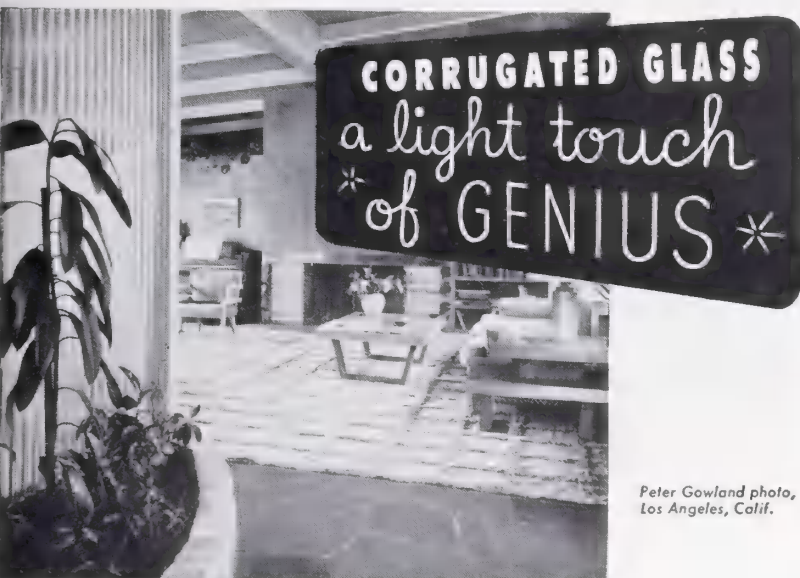
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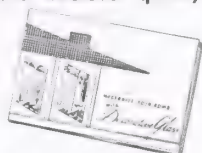


Peter Gowland photo,
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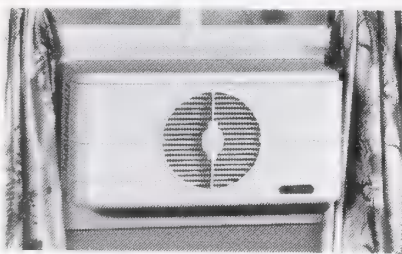
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HOW TO LEAVE HOME AND LIKE IT

CONTINUED FROM PRECEDING PAGE

pan dowdy. This organization, sensitive to the best interests of travelers Down East, is offering cash prizes for the best menus in the New England tradition.

Between devaluation and government controls, it will be safe to budget meals in Britain this summer, even full-course dinners at better restaurants, at no more than 70 cents. If you order à la carte, of course, you're on your own, and night spots usually add a 25-cent house charge.

Chicken in the basket, with fixings, heads the bill of fare on Colonial Airlines' Skycruisers between New York and Montreal. And if you know what Canasta means as well as you know its rules, you won't be surprised to find this dish listed as "Chicken Canasta."

Recent sojourners in Mexico City are gloating over two new French-type restaurants there: the Normandia, 15 Lopez Street, where they ordered doves flambés à la carte for \$1.60; and the Versailles, on the ground floor of the Hotel Del Prado, where Chateau-briand for two came at \$3.

The Pennsylvania Railroad has been experimenting with a "pot-luck" menu which offers only one entrée, but with a saving that reduces your dinner check to \$1.45.

Panagra, on its El Interamericano overnight express flight from Miami to Buenos Aires, is serving Chilean wine, red or white as you wish, at no extra charge.

Bring the kids!

Few hotels provide more elaborate facilities for relieving you of the children during your vacation than the new three-million-dollar Desert Inn, latest along Las Vegas's Golden Strip. It includes on its 17-acre grounds a completely equipped "doll house," with its own small-scale swimming pool, where trained nurses will keep the offspring safe and happy while you play with Lady Luck. Added inducements for the sun-hungry are the Inn's 11,500 square feet of glass wall and a swimming pool shaped like a figure eight.

Inside Alaska

Alaskans nonchalantly include all other places in the sweeping term "Outside." But "outsiders" are just as vague about Alaska when they say, "I'm going on an Alaskan cruise." Alaskan cruises actually vary greatly in the amount of Alaska they give you. You can

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experience much of the scenic splendor, which is one of their chief attractions, without ever seeing Alaska at all. The Union Steamship Company, for instance, operates out of Vancouver coast-wise cruises up to six days long to show you the Inside Passage as far north as Prince Rupert in British Columbia, with pleasant excursions among the off-lying islands like the Queen Charlottes.

In addition, Canadian National Steamships offer five-day cruises from Vancouver to Ketchikan, first stop over the Alaskan border. For more of the Inside Passage, also more of Alaska, both Canadian National and Canadian Pacific Steamships ply between Vancouver and Skagway, with some route variation in between on nine- and ten-day cruises. There's a customary 36-hour layover at Skagway, during which there is much to see at local museums and in local gardens bright with five-inch pansies and platter-size poppies. Or you can take side trips: to Lake Bennett, one day; to West Taku Arm, or to Whitehorse on the Yukon via White Pass, each overnight.

If you take the Alaska Steamship Company's 12-day cruise from Seattle, you skip Skagway, cross the Gulf to Seward, with one ship returning via a detour to Kodiak, Seldovia, and Homer. From Seward you can take an eight-, nine-, or eleven-day between-ships circle trip by train and motor coach through the very heart of Alaska, visit Mt. McKinley National Park and Fairbanks. Out of Fairbanks, in addition to a new five-hour boat trip on the Chena River, you can join one- and two-day air tours into the Arctic Circle. This takes you through Eskimo country to Nome, and to the more remote part of the Yukon River. If this isn't enough, ask your travel agent about all-expense Alaskan tours employing these cruises but expanding the sightseeing in Alaska. Scenery Unlimited Tours of San Francisco, for one, stretch it to 38 days, to include a nine-day boat trip on the Yukon.

And the Alaska Travel Bureau uses United and Pan American air service in addition to Alaska Steamships to mix and match eight sea-air tours, from 21 to 31 days, any of which offer unusual scope both in geography and novelty.

Drama

Keep your summer vacation itinerary open for entertainment opportunities like these:

Unto These Hills, the story of the Cherokee Indian, each week

night, July 1 through Labor Day, in the open-air Mountainside Theater at Cherokee. Qualla Indian Reservation, in the Great Smoky Mountains of North Carolina.

Tegelen Passion Play, the familiar story, this time lovingly portrayed by the townspeople of Tegelen, Holland. Each Saturday and Sunday afternoon through September in an open-air theater seating 6,000, with English texts for patrons with language difficulties. Special trains and busses leave Amsterdam and The Hague for each performance.

Shakespeare Festival, Ashland, Oregon. The Tenth Anniversary performance in an authentic Elizabethan theater, nightly, August 20-24, with five consecutive nights each of *Henry IV, Part I*; *As You Like It*; *Anthony and Cleopatra*; and *The Comedy of Errors*.

All-Indian Pow Wow, Flagstaff, Arizona, July 2-4, during which representatives of many nations put on daily parades, rodeos, and nightly dances, with a fine showing of colorful tribal costume.

William Tell Pageant, in the open-air theater at Interlaken, Switzerland, each Saturday, Sunday, and Thursday between July 1 and September 15.

Star-Light Opera in San Diego, California's Balboa Park Bowl. Opens June 29 with Romberg and Hammerstein's *The New Moon*.

The Chicago Fair of 1950, opening June 24, will dramatize against its lake-front backdrop some 30 major industries which are closely concerned with everyday living. It will include another spectacle by the same Helen Teiken Geraghty who gave you *Wheels a-Rolling*.

Cool, cool, cool

Not least among the many reasons why heat and hay-fever refugees flock to the Midwest's North Woods is the 380 miles of U. S. 61 which follow the north shore of Lake Superior from Duluth, Minnesota, through Twin Harbors, Grand Marais and Port Arthur, to Schreiber, Canada. Here is rugged, rocky coast, fanned by refrigerated lake breezes, insulated by a blanket of green forest, cut by swift streams that often break into frosty waterfall just off the highway. If 380 miles of it is not enough, you can easily add more, by turning off at Grand Marais on Gunflint Trail and driving deep into Superior National Forest. You'll find plenty of resorts here where you may stop over for fishing, canoeing, hiking, or just relaxing. For a list to guide you, write the Secretary, Lake Superior North Shore Association, Grand Marais, Minnesota.

You dude it

Our West is so full of vacation ranches, that the first-time dude may be put to it to choose among them. There are the usual problems of where and how much? But—further confusion—your so-called "ranch" may today be a genuine working ranch which takes guests on the side—or a ranch-like resort which subsists on guests only—or a mountain lodge featuring pack trips as well as fishing and hunting. Get any tips you can from people who have been there, of course, and lend an ear to your travel agent. But you may prefer to correspond with the ranches which seem possibilities and get their stories directly. In that case, take advantage of the many ranch lists put out by the transportation companies serving the dude country. The Union Pacific Railroad has a

(Continued on next page)



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This is peace...living leisurely, gracefully in a fine hotel or cottage.



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HOW TO LEAVE HOME AND LIKE IT

CONTINUED FROM PRECEDING PAGE

handsome booklet, "Dude Ranches Out West," giving lists for Washington, Oregon, California, Montana, Idaho, Nevada, Wyoming, and Colorado. Santa Fe's "Summer Resorts and Ranches" lists ranches in Arizona, California, and New Mexico. Northwest Airlines offers a listing for Montana and Wyoming. Also, these associations have lists, each in its own territory: The Dude Ranchers' Association, Billings, Montana; The Colorado Dude Ranch Association, 519 17th Street, Denver, Colorado.

All the West

If you've never been West at all, there's no more well-oiled way to size it up than via one of the many all-expense escorted tours which take care of your luggage while you concentrate on scenery. These can be brief jaunts like this: 7 days from Chicago (Denver, Colorado Springs, Rocky Mountain National Park), \$149.50. Or this: 13 days from Chicago (Yellowstone and Grand Teton National Parks, Salt Lake City, and Zion, Grand, and Bryce Canyon National Parks in southern Utah and Arizona), \$320. Or they can be large-scale Grand Tours Everywhere West like this: 29 days from Chicago, taking you into Yellowstone and Glacier National Parks, into Canada at Waterton Lakes and up to Banff and Lake Louise in the Canadian Rockies; thence west to Vancouver with the customary pause for the magnificent view of Mt. Robson out your train window. Vancouver to Victoria on Vancouver Island by boat; also by boat back to Seattle and down the coast via Rainier National Park, Tacoma, Portland, to San Francisco. In California: Yosemite, Merced, Monterey, Santa Barbara, Los Angeles, Riverside.

All this, and a stop at Grand Canyon on the way back, \$745!

Spa relief

In principle everyone longs for a do-nothing-but-loll vacation. But just get trapped once in a place where there's literally nothing to do but rest, and see how little you'll like it. One of the great beauties of the beauteous Gideon Putnam Hotel in Saratoga Springs, N. Y., is the pleasant program of goings-on it offers in addition to the therapeutics for which this Adirondack neighborhood is famous. Sleep, rest, relax, drink the noted waters, take the baths and

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massage, but, while you're building yourself up, you can also golf on the hotel's private course, swim in its blue Spa pool, play tennis, ride, or exercise your skill at archery. For spectators there are daily concerts, a summer theater, and night-trotting races right through the fall. And in August you're right on the scene for the famous Saratoga racing season.

Romance?

Latest in June-moon offerings—Western Airlines' packaged marriage flight. Los Angeles to Las Vegas and back, only a little over four hours altogether including time for the ceremony at the Las Vegas airport. Cost: \$19.90 per person, plus \$10 to cover license and Justice of the Peace fees. And Western provides rice, old shoes, even tin cans at no extra charge, plus, if you need them, your stewardess and pilot to act as witnesses for you.

AFRAID TO USE COLOR? SEE UTAH!

CONTINUED FROM PAGE 148

But, looking out over the gray Great Salt Lake Desert west of the mountains, you may agree with Horace Greeley, the same who advised young men to go west but said of this particular part of it that even at a cent an acre the country was an outrageous swindle. It is a sign of their times that early land seekers had nothing to say of the Green River Valley east of the mountains. Historically Utah has been a state more people traveled around than through. And even today the greater portion of her technicolor wonderlands are as thoroughly publicized for their inaccessibility, if not their actual hazards, as for their magnificence.

The part which is easiest to see is the green plateau and red canyon country around Zion and Bryce Canyon National Parks. This area is fed by main routes from the north, west, and south, whose scenic spots are themselves threaded together by medium-to-good highways, and served by comfortable park lodges, and hotels and motor courts in nearby cities. The Union Pacific Railroad, through its subsidiary the Utah Parks Company has, in fact, taken Zion and Bryce, gathered up Grand Canyon immediately south in Arizona, and tied them together in one of this continent's older and neater travel packages, available June through September to transcontinental rail passengers through Cedar City.

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Trips are in well-conditioned yellow buses, and range from one day at Zion, \$14.50 all expense, to five days spent between Zion, Grand, and Bryce, \$63.25, with the privilege of extending your stay at any of the three for \$6.25 a day extra. You can exchange standard accommodations for cabins with private plumbing, even to fireplaces and porches by paying the difference—\$7.50 for two in de luxe cabins without meals—or of making the trip in a private automobile with driver for \$17.50 per day, with all side trips, usually from \$1 to \$3 extra, included.

CANYON sight-seeing, you will find, even when the canyons are all red, offers infinite variety. You see Zion first from the canyon floor. Its walls are all bulk and height, its reds deep and sultry as befits such vast scale. Yet the color is well tempered with buff and gray and white, lit to flame by the morning sun, darkened to gray mauve, and midnight blue by afternoon shadow.

Some visitors get claustrophobia, especially on a hike or bus trip to the Temple of Siniwava, where the sheer rock walls close in tight. Others get the lesson of man's miniscule size even before the park Rangers point it out. You leave

on the Mt. Carmel Highway, looking back through the six windows that light its mile-long tunnel to memorize the awesome panorama and come out at the other end into a different world of rosy rock, delicately stratified like wicker, white rock mountains cracked across in checkerboard patterns.

You see Grand Canyon this trip from Bright Angel Point on the North Rim. One nice thing about canyons is the fact that you can be active if you wish, hiking, riding, scrambling from one viewpoint to another. But if either your inclinations or your heart direct you to be passive, you can just sit and let the canyon perform for you. At Grand you can go by bus to Point Royal, among others, where the Ranger, the canyon at his back like a chart, points out which rock is Archaic, which Permian, and the exact strata at which life began. You can mule-back down, or down and across and up again on the other side, or you can fly across or from end to end. Or you can just sit in a comfortable rocking chair from morning until night and watch Nature manipulate her color wheel.

Bryce, first seen also from the rim, appropriately makes up in color for what it lacks, by com-

(Continued on page 188)



PORTABLE OCEAN: Blow a little air into it as in a toy balloon. Then turn on the water—the sides will float. They come up into shape without rigid supports. It's the Koroseal play pond, sold by thousands of stores. Largest size, 7 feet wide, only \$19.95; 70-inch size, \$14.95; 55-inch size only \$9.95. Be sure to look for the name *Koroseal*. Made by The B. F. Goodrich Company, Akron, Ohio. *(Advertisement)*

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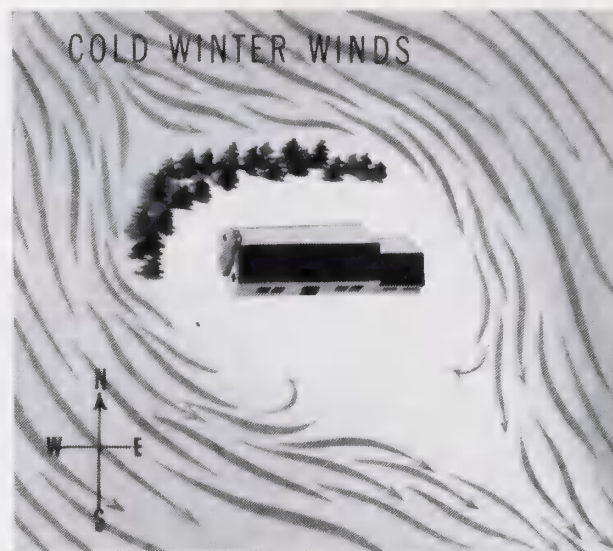
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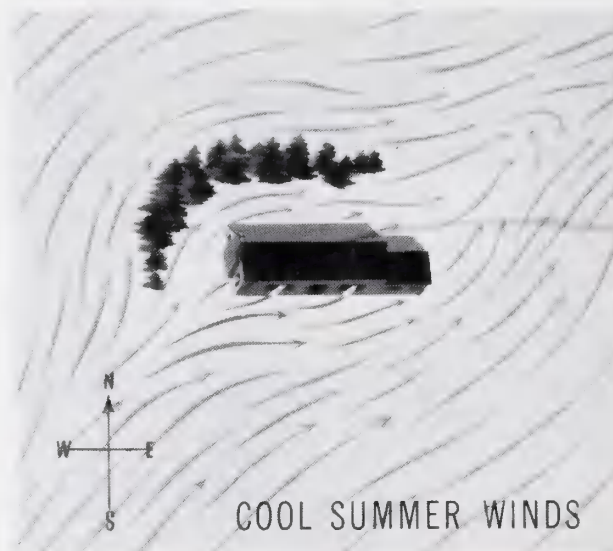
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In most places, cold winter weather comes with northwest winds. How hard you have to heat, on any given day, depends on two things: how cold the air is and how hard it blows. A wind-break, planted on the northwest side of your house, makes the house much easier to heat—as if your house had been moved a few hundred miles south.

DRAWINGS BY JO KOTULA



During hot summer weather, most parts of the country have a southwest wind. In hot weather you want wind—at least, up to a certain point. (See map on page 125 about this.) Note how your wind-break, which blocks the cold northwest winds and keeps you warm in fall, winter, and spring, does not block the hot weather wind.

How to get Wind Control

CONTINUED FROM PAGE 91

places. We're talking statistical probabilities, not mechanical certainties.) So the logic of wind control in fall, winter, and spring is this: On the sunny days you can't be comfortable outdoors without a wind-break. On the warm air days, when a wind-break is less important for comfort, the sun isn't likely to be shining and you won't be outdoors. Therefore, your outdoor living (in spring, winter, and fall) depends nearly 100 per cent on wind control.

And that isn't all. Your wind-

break is northwest of you; the sun shines from the south. So, if your wind-break is a garden wall or a board fence, or your own house, it also serves a double purpose. It is a sun reflector. It keeps the cool wind off you. But it throws back on you, from behind, a lot of sun heat that would otherwise have missed you. That's why a wind-break can give you a 60-degree rise in "effective temperature." That's why you can sit outdoors in sun clothes with snow on the ground.

But now, let's hurry to admit

ome exceptions to the wind picture we have outlined. The weather is "cyclonic" everywhere in the U. S. except in summer along the southern edge. That means the waves of polar and tropical air sweep over every place, as mentioned above. But often there are local conditions that change the picture.

In Southern California, for example, the hottest wind comes not from the southwest, but from the east. It's called the Santa Ana—that weathermen call a "Foehn"—a wind that heats up by blowing down from the mountains. Eastern Montana and the Dakotas sometimes get a similar hot, down-hill wind from the west—the Chinook. Along the entire West Coast, the waves of tropical air are rather cool, and the polar air waves not very cold, because both come off the Pacific. So people there don't notice much difference between the two kinds of air. But they need wind control against both much of the year.

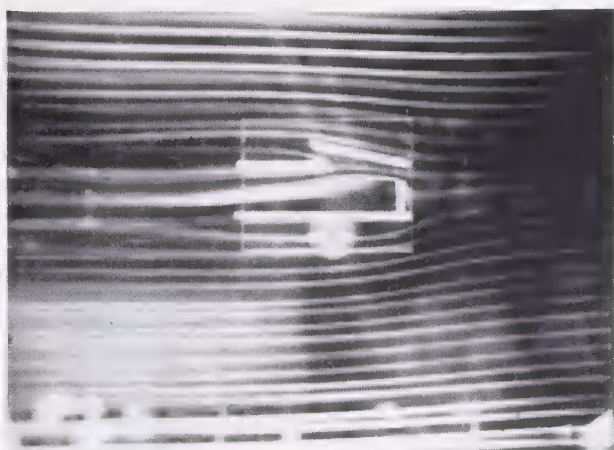
In Ohio, Pennsylvania, upstate New York, the Great Lakes have a special effect. The same polar air that brings clear, cold weather to Minnesota and Iowa, etc., often brings cloudy, snowy, dismal weather to Cleveland, Columbus, Akron, Pittsburgh, Buffalo. This is because it picks up moisture across the Great Lakes. People there raise an eyebrow if you tell them that sunny winter weather comes with northwest winds. They say: "What sunny weather?" And that's just because the Great Lakes spoil the usual clearness of the polar or northwest wind, that corner of the country is one of the two most inter-cloudy parts of the United States. The other is the Puget Sound area, where the Pacific Ocean

steams up the clear, polar air.

In New England and the New York City area, you have *two* cold winds. The usual northwest wind, which behaves as advertised, and a Northeaster off the Atlantic. This one is not really so cold—on the thermometer. But, full of rain or wet snow, it has a bitterly chilling effect when it hits houses and people. The wet is blown against your face, your clothes, the wall of your house. Then it evaporates, and this draws heat out of you and your house, like nobody's business.

This wind blows only a few times each winter, usually for several days at a stretch. It brings such weather as keeps you indoors anyway, so your garden needs no shield against it. Besides, it brings the heavy snowfalls. Snow drifts form in the sheltered spots. A wind-break against this wind might block your driveway. The house itself needs protection against that wind on the particular day on which it blows. East rooms are then hard to heat. But if you think of the year as a whole, it's less important. It does not blow often enough.

And so it goes. Another place might have a sea breeze that gets too strong and drives too much sand, or a canyon breeze that makes the evening too chilly. There are places in the Southwest where, taking the year as a whole, you like plenty of wind—except when you come out of a swimming pool. Then the dry wind chills you through rapid evaporation of water off your skin. So you want a wind-break for your swimming pool, but not for your house. Each locality has its own wind problem. Usually it is obvious, once you wake up to the fact that wind is important.



WIND
DIRECTION
←

Wind flow through houses is a problem engineers are just beginning to investigate, using wind tunnels and smoke lines much as aeronautical engineers do. Results may be unexpected, may show some window useless, a spot of dead air, air flowing wrong way. This test model demonstrates performance of clerestory windows in our Pace-Setter house. See how good cross ventilation is achieved when clerestory windows face away from prevailing breeze.



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also shows full-color reproductions of nine types of Kenwoods to choose from—blankets to your taste in fleecy or smooth finish—all long-lasting bedtime beauties, full of sleeping comfort. Before you buy another blanket—for your home or as a gift—be sure to see the new Kenwood Blankets at your favorite fine store. Meanwhile, send coupon or write at once for your free Color Portfolio.

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"The Livin' Is Easy."

Where?

by Letha Parrott Nims

THE only complaint that I could make against the brothers Gershwin is that they once had the temerity to write a tune called "Summertime," in which occur the words: "The livin' is easy." There's some more talk in the song about Daddy being rich and Ma being good-looking, but it's that line about the livin' bein' easy that has me baffled. Not in the Lake Michigan area it isn't!

My preoccupation with summertime and easy living began three years ago come Mother's Day, when my loving, if slightly bullet-

beaded family presented me with, of all things, a summer cottage! Eagerly, on that fateful Sunday in May, my loved ones conducted their trusting mamma a hundred miles up the lake to the site of their stupendous gift.

"This," they shouted, pressing the deed into my damp palm, "is Idlewild! Isn't it wonderful? Right on the lake, too!"

Sure enough, perched on a cliff with a sheer drop of about nine thousand feet between itself and Lake Michigan, was "Idlewild." Silvery gray shingles, beautifully



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weathered and beginning to come off in patches, picturesquely. A charming, completely modern little five-room cottage. Completely equipped, that is, with cold running water, no bathtubs, and a rich décor of moss.

Stunned, I hitched up my jeans, glared briefly straight into the gift-horse's jaws, then recovered myself and thanked my family prettily. I inquired the way to the beach.

"Right down these steps, Ma!" they caroled.

"These steps" proved to be tickety, twisted, wooden numbers, exactly 139 of them. At the foot of them we paused, a breathless, chilly little band, listening to the crash of the waves and inhaling great draughts of the frost-laden air.

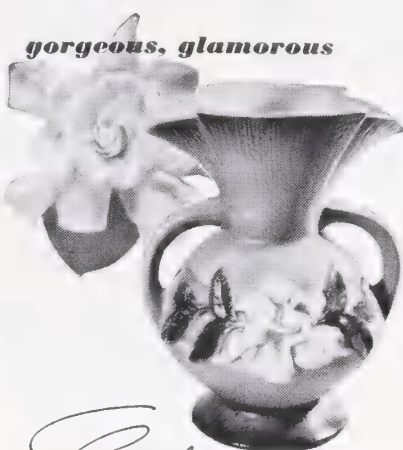
"And just think, Ma! It's all ours—I mean yours," murmured our teen-ager ecstatically.

AS WE returned to the car, I cast a wry glance at Idlewild, Summer Cottage of My Dreams. I visualized myself navigating those steps every day a couple of hundred times. Mentally, I dabbled out a thousand washings in water heated in the stove. "Idlewild, ha!" I muttered inaudibly. "Hangdog Manor!"

Since our family includes one Boy Sportsman, one Boy Naturalist, and one Queen of the May, you can see that the problems of packing for the summer hegira were legion. The first summer I solved by letting everybody take everything. After all, I told myself, it was their vacation, too. Finally they were all packed except Mother. On June 25, I took one look at the mountain of luggage and pasteboard boxes, nudged aside a broken tennis racket, an immense butterfly net, and six washable dance dresses, and contrived a space about the size of a shoe box. In it I crammed three persucker Mother Hubbards, a bathing suit, a pair of carpet slippers, and a copy of *Homemaking Made Easy*. We were off for Hangdog Manor.

I needn't have worried about navigating the steps to the beach. Twice a day was my record for the season. After the morning chores were done, I'd crawl into my suit, pin back my hair and prepare myself for a little of that easy livin' in the sun and the surf. Variably I was allowed ten exhausted minutes in the sand before one of my off-spring or a guest could whoop:

"Gosh, it's twelve o'clock! I'm hungry. Let's go up for lunch!"

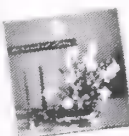


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Fearful over the fate of the molded salad I'd fixed for dinner and the cold chicken hidden in the back of the refrigerator, I'd go, too, offering prayers that the peanut butter jar wasn't empty.

Even *Homemaking Made Easy* was no help. It never did explain how to keep sand out of beds, or how to iron six dance dresses in less than three hours. It didn't say whether or not a curious, doughnut-shaped piece of metal, with an electric cord attached, plugged in and dropped into a pail of water, would electrocute you or not. This contrivance was my husband's contribution to my summer comfort at Hangdog Manor.

"Just plug it in!" he said happily. "It heats the water."

It does, too. And it hasn't electrocuted anyone yet, but I haven't touched it yet. I was brought up in the old tradition that metal, electricity, and water, one upon the other, would produce a shock felt round the world.

THERE was that ever-present problem of guests, too. The first summer, everybody came, and I spent September in the hospital. The second summer, I dreamed up a rule to cover the situation. Each child might have one guest a month, if the guest would promise not to stay for more than a week.

This little plan worked reasonably well until the arrival of Julian, guest of the eight-year-old Boy Naturalist. Julian is "delicate," a fact that was to haunt me throughout his week in residence. Pinned to the lining of his suitcase were two ominous messages. The first referred to his diet:

"Julian is allergic to anything containing wheat. Please see that he eats only bread, pancakes, etc. made of this special flour."

"This special flour" was of a particularly nasty-looking, bran-like consistency that no one including Julian would eat, though I dedicated most of his week to the construction of little goodies from it.

The other warning accompanied a tube of brown goo, an insect repellent. It said simply: "Mosquitoes poison Julian."

After a week of bullying Julian into smearing himself liberally before facing the great out-of-doors, I could see that the mosquitoes had a great idea there. Clearly, Julian left our sylvan retreat just in time!

Even the children were remorseful over having exposed me to Julian, so they cooked up a little plan (Continued on next page)

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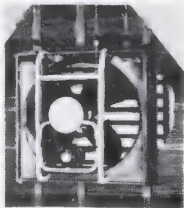
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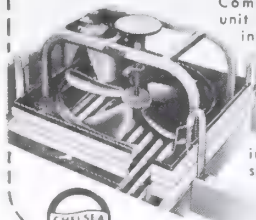
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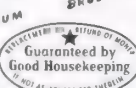


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VACUUM OFF

Guaranteed by Good Housekeeping

"THE LIVIN' IS EASY" WHERE?

CONTINUED FROM PRECEDING PAGE

of their own. "Mother's Week Off," they called it.

"You can do anything you like all week long," they said. "We'll take care of everything!"

The first day of my week off I spent cowering in bed with my hands over my ears, waiting for the desperate cries of my drowning children. However, after a delicious supper of canned corned beef, canned string beans and canned pears, I felt stronger, and even contemplated getting up the next day.

I got up, all right! That was the day that the Boy Sportsman broke his leg and the Queen of May broke with her current light o' love. Two broken legs would have been ever so much more quiet. That's the last

"Week Off" Mother ever had.

Now, after mulling over once again the words of that fine old song, "Summertime," I've laid my personal plans for next summer. Along about June 25, under cover of darkness, I shall away from Lake Michigan and all that it means to me. Equipped with only a case of rye, my old polo coat, and the convertible, I'll wend my way southward. I'm going to spend the summer on a Mississippi showboat, playing Isabel in "Belle Lamar." Yes sir, that dark, buxom lass in the costume of the 1860's will be me, slightly glazed of eye, but free from care. And if the livin' isn't easy on that showboat, then it isn't easy anywhere.

AFRAID TO USE COLOR? SEE UTAH!

CONTINUED FROM PAGE 183

parison, in size. Here the rock carvings are small scale, a myriad delicate grotesqueries standing at attention in a vast amphitheatre. Watch the colors ebb and flow with the passing sun, the reds lighting to crimson, the yellow to gilt, the white to silver, and all fading again into powder-blue and mauve.

In between is more variety. For in this jumbled land you pass, in the span of a hundred miles, from the lushness of Utah's Dixie, amidst pink hills spotted with century plants and roadside stands that offer semi-tropical fruits, to Cedar Breaks, whose canyon rim, 10,000 feet high, is as likely to be carpeted with snow as with yellow-eye. And, going south from Kanab, whose vermilion background so intrigues Hollywood that you sometimes run into movieland competition for hotel space, you climb in even fewer miles from sage desert to pigmy forest to the high, cool Kaibab, where the clean stands of Ponderosa pine rim green meadows as in a park, and the aspens are immaculate and outside.

You'll like the accommodations at the three canyons, which, except for the fact that the lodge at Grand Canyon is bulwarked with limestone and boasts picture windows, follow the identical pattern of central lodge for group activities plus double cabin for your private life. All are crowded, informal, friendly. Their pace is set, apparently, by a staff composed mostly of handsome and good-natured University of Utah students, who stow you upon arrival, wait upon you at

meals, and supplement the evening's Ranger lecture with theatricals of their own concocting.

The Zion, Grand, Bryce Canyon circuit is a travel entity unto itself. To see the red desert country farther east, in the right-angle corner of Utah's florid Triangle, you must start out specifically for southeastern Utah, your route, equipment, and state of mind preconditioned for Adventure, for here is one of the few real travel adventures left in this country. Its hazards are not exaggerated. Much of its endlessly receding distance has yet to be explored. The rivers have spent centuries scouring their polychrome canyons through solid rock and have bred such ferocity that only a handful have successfully dared their boils and whirlpools.

Little of it supports anything but scenery, and even such scenic and scientific masterpieces as have been taken over by the National Park Service are not necessarily the havens such sponsorship would guarantee elsewhere. Roads dwindle from pavement to gravel to unimproved desert floor the farther south you go. Towns are far apart, not always set up for visitors. Local advice is almost indispensable if you would avoid the washes that sometimes (after heavy rain) may suddenly submerge the road and you with it.

Yet even this hard country has of late, been softened a bit. There are new state-built roads into Arches National Monument, modern air-conditioned motor courts at Moab and Blanding, and elec-

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tricity and an air strip at Goulding's Trading Post and Lodge. Here again you may have to compete for accommodations with a Hollywood troupe filming yet more Technicolor against the red and gold mysteries of Monument Valley and upsetting Navajo economy with the high wages they pay extras.

You can leave Salt Lake City most any morning, though spring and fall are recommended, reach Arches National Monument in time for an afternoon of sight-seeing. By spending the night at Moab, proceeding next morning to Blanding, you can spend the second afternoon viewing the three vast spans which are the feature of Natural Bridges National Monument, returning to Blanding for the night. Your third day will find you at Mexican Hat—named after a rock, of course—and Nevill's Desert Lodge. From there it's a short, if not easy, run to Goulding's just above the Arizona Line and take-off for the sights of Monument Valley.

IF THIS sounds too rugged to do on your own, Utah Wonderland Stages, 19 West South Temple, Salt Lake City, furnishes guides to see you through in your own car at \$15 to \$20 a day plus expenses. This same organization also operates the one and only all-expense, escorted tour of this area—a six-day round trip from Salt Lake City in an air-conditioned, eight-passenger limousine, 1,200 miles half on hard-surfaced, half on dirt and gravel roads, \$150 plus tax. This tour leaves U.S. 50 at Thistle to proceed via Route 89 and State 24 to Capitol Reef National Park, recently established in the glamorous but little known Wayne Wonderland. The road is paved to within a few miles of the park, but the accommodations will, until current building is completed, be strictly outside plumbing, and no neophyte should attempt the road beyond.

Wonderland Stages go to Hite, where you become one in many millions by ferrying across the Colorado, and go thence to Blanding, Mexican Hat, and Goulding's, with side trips to a number of choice spots and return via Natural Bridges and Arches National Monuments. Accommodations range from the comparative comfort of motor courts, to the ranch at Capitol Reef, to open-end tents at Hite.

Whatever else you think of red desert, you can't help but be struck by a strange sense of familiarity.

(Continued on next page)



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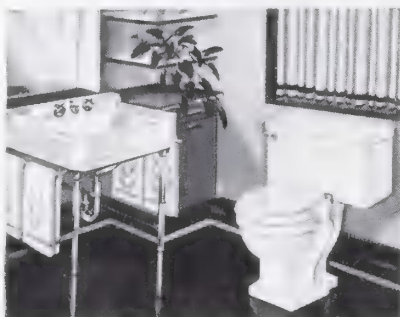
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AFRAID TO USE COLOR? SEE UTAH!

CONTINUED FROM PRECEDING PAGE

For it is as irresistible to the photographer as Rockport Harbor, Maine, is to the painter, and has entranced writers from Zane Gray down to this one. As a result you'll even recognize some of the most fantastic formations, the swollen buttresses of Delicate Arch, locally and indelicately known as the schoolmarm's pants; the Goblet of Venus, five tons of rock balanced on a sixteen-inch stem; the terraced canyons of the San Juan; the clean arch of Rainbow Bridge, sheer virtuosity in sand, wind, and water carving. Nor will you find that color film exaggerates. More likely than not, it does not even fully catch the subtle accent of chartreuse and orange lichen on salmon pink rock, the high drama of vermilion rock slabs incandescent against the blue sky, or give more than a mere swatch of the pattern created when Monument Valley's thin spires, blood-red in the setting sun, send their purple shadows 35 miles across an old-gold desert floor.

Nor have the thrills of a Utah river trip been exaggerated. Neither film nor words could exaggerate the undulations of the sand waves of the San Juan, the bounce of Colorado rapids, or the kaleidoscopic variety of the colors painting their rocky corridors. You sleep out, a blanket and the over-size stars above, the warm desert sand below. You eat from a driftwood fire and are as often soaked to the skin as dry. You are furthermore at times in real physical danger, and in country in which, they say, only a lizard can survive. Even he must carry a green leaf in his mouth, to stand on when he must pause between shaded spots.

THAT is why Colorado and San Juan river trips are an adventure to undertake only in the hands of a guide whose experience and reputation guarantee that you, too, will survive. Norman Nevills is considered perhaps the leading fast-water boatman of the country. You could write him at Mexican Hat, Utah, asking if there is room left on the five San Juan-Colorado trips he plans for this summer. He usually takes you from Mexican Hat to Lee's Ferry, Arizona, six days, 190 miles, and a thousand thrills for \$200, with a bottom-up view of the Goosenecks of the San Juan, through which you zigzag six miles to Progressone with a six-mile trek to Rainbow Bridge, big-

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gest of them all, thrown in. You could also write Harry Aleson Richfield, Utah. Aleson has demonstrated his intimacy with the Colorado, to which he confines his river trips. He travels 60 miles of its treachery in only a bathing suit and a lifebelt.

A bathing suit, in fact, may be the most important item in a wardrobe planned to include river rafting. Otherwise, Utah is indifferent to what you wear, suggesting merely that for your own sake it be comfortable and durable, and that you supplement lightweight outdoor clothes with something to cuddle in when you encounter altitude or when the sun goes down. Zion may be 110 degrees at noon, 54 degrees by the time you leave the evening's program and pick out a flashlight the cabin door that matches your key. Rubber soles are handy for rock climbing; high shoes are obviously more desirable in sand than oxfords. At the Paria lodges you'll feel better if you wear street clothes for dinner and afterward. In red desert country prepare for everlasting sun and wind, with sun glasses, sun oil and some means of tying on your hair and your hat. And wherever you go, be sure to go well provided with film. It's no fun to locate a color scheme you simply must take home, only to find there's no color film within a hundred miles of which to record it.

GARDEN BOOKS WORTH READING

How to Grow Vegetables, by Harry Logan and Lloyd Cosper; Duell Sloan & Pearce; 1950; \$3.50.

No gardener should miss reading "A Letter to Beginning Gardeners" or "The Right Frame of Mind," the opening chapters in one of the best books to appear on vegetable growing.

Anyone growing, or considering growing vegetables, needs to own a copy of this book, a sensible dirt-gardener's guide. If there is a Latin plant name in the book I missed it. Ditto for pH, DDT, BHC, HETP, etc.

Instead, you read, "The background of gardening is actually a orderly, logical process . . . don't take yourself and your garden too seriously or worry too much about making mistakes. Part of the fun of gardening is in the learning—and no one knows all of the answers yet. More often than not mistake will point out a new and better way of doing things . . . If this book . . . we want to introduce

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you to a way of gardening which, as a beginner, you'll find simple to follow, easy to practice, inexpensive, and productive in the smallest backyard.

"You know more than you think you do about gardening. Few people can get through the first six grades of public school without a pretty sound idea of what plants are and how they grow. The trouble is you've never put that knowledge to work, or you have been 'frightened' by the sight of a king-size potato and figure its production is a feat for specialists only.

"Most of you have had some experience at cutting lawns or setting sprinklers along a border of iris. But when you start to trowel in a seedling lettuce you begin to be afraid . . . You would have more success if you went right to work . . . wearing your crown of beginner's luck with a jaunty air. That's one of the reasons why children so often make excellent gardeners. They aren't bothered by the lack of details but pick up experience as they go along.

"Don't be overawed by experts . . . Too often (they) emphasize difficulties which, in small gardens, never occur.

"Gardening is easy if you keep faith with yourself and with the tradition behind you . . . If you believe you can garden, then you can garden—and, oddly enough, 'believing' is the toughest hurdle to clamber over.

"Most of us have been the victims of the belief that gardening is a tedious and never-ending job. We've unconsciously confirmed this idea while watching our friends and neighbors hurry off the evening commuter train, rush home, and promptly bury themselves in their gardens . . . Watching them, we're apt to think that it looks like a lot of hard and confining work. What we overlook is that it's fun for them . . .

"It isn't unlikely you've been listening to gardening friends talk about their trials and tribulations (they'll rarely mention the pleasures). They use words and phrases that are unfamiliar to you, and which flit right over your head. Nonetheless, when you translate their garden language into basic English you'll suddenly realize that you knew all along what they were talking about . . .

"Twenty minutes a day is . . . sufficient time to raise all of the vegetables and fruits that a fam-

(Continued on page 196)

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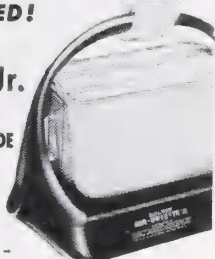
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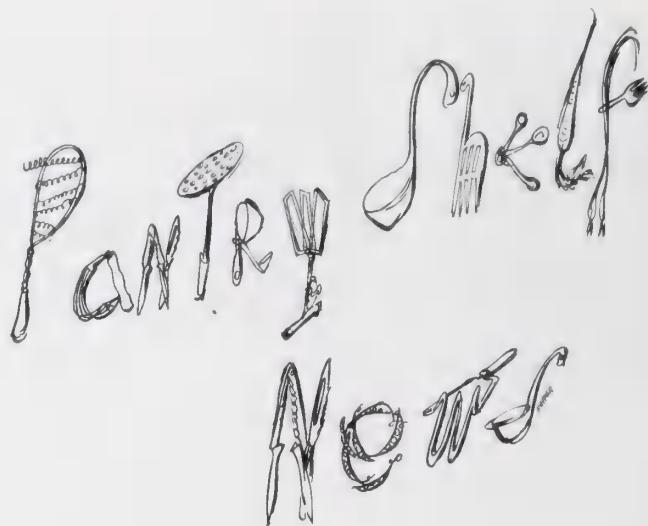
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It's the sum total of little things that
gives zest to food and sparkle to meals

by Julie Polshek

If, like yours truly, you're a food adventurer at heart and revel in achieving subtle flavor nuances, don't miss Zest Morestin. I don't remember when I've had such adventuring fun as I had taking the extraordinary dessert elixir through its paces. The liquid caramelized-sugar concentrate defies classification because it can be used as a sauce or topping, as a marinade, and also as a flavoring extract. In all its roles, Zest Morestin possesses some sort of magic that sharpens the flavor of all manner of sweet foods and makes them sing out with new verve. It does for sweets, fruits, and cream what a combination of salt, pepper, and monosodium glutamate does for non-sweet foods.

Use it, say, as a topping for coffee ice cream (that's one of its

specialties), and the coffee flavoring becomes more pungent. The ice cream itself seems creamier, too. Use it as a marinade on a fresh fruit salad and the fruits taste fruitier. A tablespoon added to your favorite chocolate-sauce recipe, in place of the usual flavor extract, yields a deep-throated, sparkling chocolate flavor that will win you over for all time. A word of warning, though—omit the salt called for by the recipe or you'll end up with a salty sauce as I did on my first try. It was a revealing mishap, however, because nothing could have proved so graphically the amazing way in which Zest Morestin sharpens the flavor of the food to which it's added. At the same time, it imparts a subtle bouquet of its own that complements the over-all flavor blend. It achieves



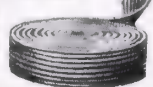
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You can't afford to miss the sparkling parade of last-word home furnishings and accessories ideas and information in **HOUSE BEAUTIFUL'S** Guide for the Bride . . . whether you're the bride, the bridesmaid or the great-aunt from Poughkeepsie. It's on sale now, at 50¢ per copy, at leading newsstands and department stores. Stop for yours today . . . while the supply lasts.

wonders you wouldn't believe possible with fruit compotes, rice or tapioca pudding. You'll never serve whipped cream without Zest Morestin's flavor once you've tried it—in ice-box cakes, especially. Use it to flavor baked meringues, icings, cakes and cookies, and by all means, as a dressing for baked custard in the French manner. And don't overlook it as a flavoring for the custard itself. In the meat world, it shines as a baste for ham or duck. Mixed with gin, white rum, or brandy, it yields a delightful after-dinner liqueur. You'll find guidance for its many uses on the label of Zest Morestin's bottle.

The unusual elixir is a blend of caramelized sugar (burnt sugar, as many call it) and natural flavorings. Sipped "as is," it has a pleasing bitterish taste. There's an undertone that tastes for all the world like Cointreau. The recipe has been in the family of Edgard duPrey, its creator, for generations. It gets its name, "Morestin," from his family's plantation in Martinique. The simplicity of its ingredients is as deceptive as that undefinable something about the couturiere original of a seemingly simple frock that defies copying. With Zest Morestin, that special something is the blending—blending so artful and unusual that it's been lauded by the chefs of many New York restaurants famed for their fine cuisine. You'll find it in their pantries, and in many cases, on their menus. We predict, it will become a staple on your own pantry shelf. Two pint bottles cost \$2. Charles & Co., 340 Madison Ave., New York, N. Y.

To any cheese lover, there's nothing in the food realm to match a piece of fine cheese. It doesn't come any finer than Original Herkimer Cheddar that hails from Herkimer County in New York State—a locale famed the country over for

superfine cheddars. Here's cheese fit for a king. It has a bite that will bring an extra round of applause from the legion who like their cheddar tangy yet mild enough to win favor even with those who usually like a less intense cheddar. When it comes to a piece of apple pie, a soufflé, or a cheese sauce, give me zesty cheddar everytime. These are areas where such tang adds extra goodness and gusto that can't be matched by a mild cheese.

Every wheel of Original Herkimer Cheddar is guaranteed to be 18 months or older. The long, natural aging tells in the creamy texture and rich, mellow flavor. Forced aging just can't produce flavor and texture like this. The taste tells, too, that here is cheese made from whole milk, rich with cream, by people who are masters of their craft. It's produced in limited quantities so that each cheese can be watched and tended to bring it to the peak of its goodness. Though the cheese is moist and airy, it slices without crumbling.

Each wheel is wrapped in cheese-cloth and then thickly coated with paraffin to seal in the flavor. It keeps indefinitely. Wrapping the wheel in aluminum foil after you cut into it will keep it moist and fresh to the last delicious morsel.

The cheese comes in 5½-pound wheels. They cost \$5.50 (plus postage) from Vendome, Inc., 415 Madison Ave., New York, N. Y.

Being a coffee-hound myself, when Five Dynasty Lapsang Souchong tea came my way for sampling, as is my wont with teas, I turned it over to our copy editor, an inveterate tea drinker and a tea connoisseur of no mean stature. I think it takes such a person to really judge tea. She passed it "summa cum laude." She considered it just about the finest tea of this type

(Continued on next page)

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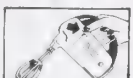
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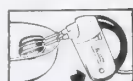
• A stunning, sensible gift—this *all-purpose* portable! Mixette is compact, light. Time-proved Hamilton Beach motor guarantees full power, long life. The hand that holds Mixette sets the speed. Leaves her other hand free to hold a pan or add ingredients. Two sturdy beaters snap in for use—snap out for easy cleaning. That bride on your gift list will love Mixette! At your appliance, hardware, or department store. *Hamilton Beach Co., Div. of Scovill Mfg. Co., Racine, Wis.*



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PANTRY SHELF NEWS

CONTINUED FROM PRECEDING PAGE

that she's ever tasted, and she's not one to dole out such praise lightly.

This particular vintage of Lapsang Souchong tea is grown only in a small district of Fu-Kien province. Its large, lightly fired leaf yields an exceptionally rich, smoky flavor. In the days of dynastic China, a vintage such as this was reserved exclusively for the royal household, and picking of the leaves entrusted to the gentle, nimble fingers of maidens to safeguard its delicate, subtle fragrance.

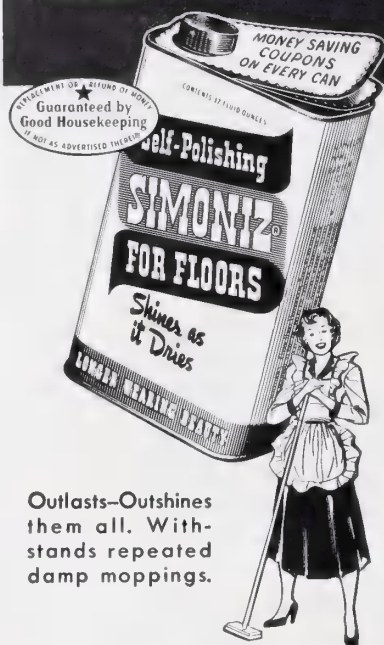
Though expensive, even as fine teas go. Five Dynasty Lapsang Souchong yields many more cups of tea per pound than most, so in the end you enjoy a superfine brew without paying the premium you'd expect. For instance, the four-ounce tin makes 120 cups of tea. It costs \$3.75. Once you've convinced yourself that this is your tea, you can also buy it by the pound. The pound tin costs \$12. It also comes in tea bags for those who prefer it that way—a box of 25 costs \$2, a box of 100, \$6. If you have it in mind as a luxury gift for a tea-lover, you can get a pound of tea, handsomely packed in a hand-wrought copper canister for \$15. All are available from Bloomingdale's, New York City.

The ever-growing popularity of curried foods in this country is bringing chutney to the fore, too. They're traditional mates, like lamb and mint, duck and oranges, and so on. I've always held out for the chutneys we import from India until I happened upon Peter's East India Mango Chutney made in a tropical area of Florida. It can hold its head high with the finest of chutneys. It's authentically East Indian, made from an old family recipe which its maker brought with her from India when she made this country her home. The rich, syrupy base is thick with large, firm slices of mangoes and whole, plump raisins, just tart enough for piquancy and skillfully infused with zesty spices. You can get two varieties of the delicious relish—one that's spiced just enough to give it a warm glow; a second that's

(Continued on page 196)



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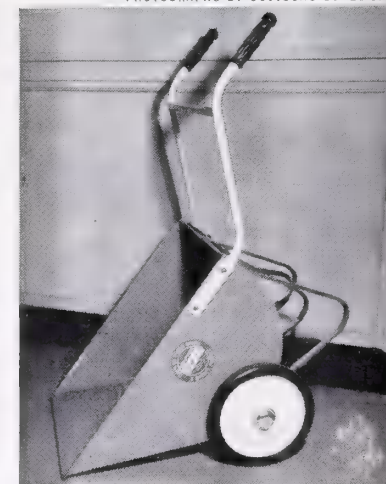


Bradson sprayer (1) operates from water pressure in hose. (2) "Spray-lo" sprinkler has adjustable rotation and pressure control. "Gro-gun" (3) distributes dry or liquid plant food via hose.



"Thermotape" will take the chill off the soil and air in a hotbed, with the temperature controlled automatically by the thermostat. Also will be useful next fall to thaw frozen pipes.

PHOTOGRAPHS BY GOTTSCHO-SCHLEISNER



Old hands at gardening wouldn't be without a 2-wheel garden cart. This is the Deluxe "Masters' Handicart" used by professional gardeners. Also in smaller size preferred by amateurs.

(Continued on page 198)



The LOG of the Practical Gardener

Green Islands

The choicest new dwarf, spreading evergreen I've seen is Green Island holly, a form of Japanese holly. Leaves are small—about a half-inch long, a quarter-inch wide. Its leaf texture combines well with hemlock, yew, pieris, and azalea.

The Baron

Try some seeds of plants of Baron Solemacher, the runnerless strawberry. Grow them as edging plants in your flower garden. Berries are small, but they have the wonderful flavor of the wild strawberry.

View

Did you ever think, "We really should buy that lot next door to protect our view (or privacy)?" We have. It is covered with wonderful old white birches and big black oaks. We also compromised with ourselves that any new owner wishing to build wouldn't chop down the big oaks just across the property line (they give us needed shade on the west for Climate Control). But we reckoned without considering the thinking of a local wood chopper hired "to clear out the brush." To him, oaks are "no good trees," so down they came before we could alert the owner.

Show

As I write this, I am preparing to fly to the California Spring Flower Show. I've seen the four big Eastern shows already. My vote for the outstanding exhibits goes to Alex Heimlich's superb job at Boston in combining plant textures so beautifully in calculated naturalism; to Allan Dalsimer for his New York front yard planting, a design job that showed unusually fine tastes in handling plants; to Styer's Nursery for their Climate Control planting, the most applauded feature of the Philadelphia show; and to Commander Gordon's group for their skillful use of native plants at Washington. An orchid to Mrs. Emanuel Perry who master-minded the Washington small-gardens theming; to Don Roehrs for his designs for Conard-Pyle rose gardens at New York and Philadelphia. A rebuke to the New York management that gave out reams of publicity about their small-homes theme but then assigned Dalsimer's trophy-winning exhibit to a back corner of the fourth floor.

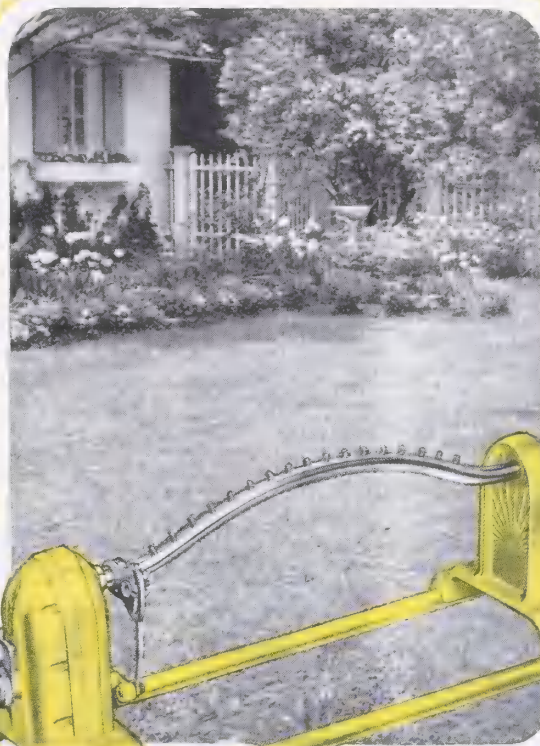
Plant America

Is your club taking an active part in this movement? If not, write the national director for details on how your group can help make more gardeners in America. Write Howard Quadland, 295 Madison Avenue, New York, N.Y.

(Continued on next page)

LAWN BEAUTY

All season long - year after year



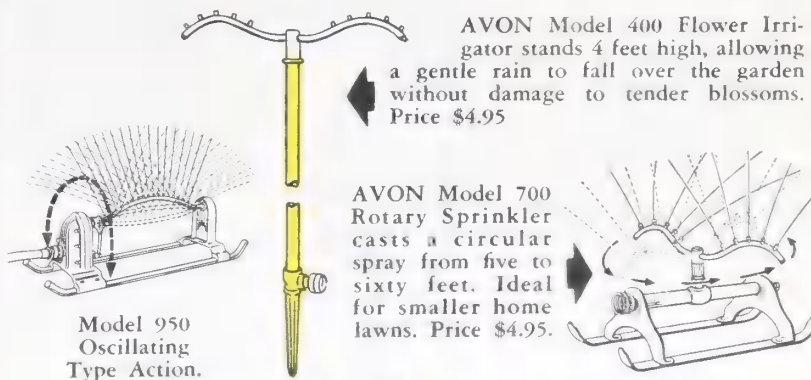
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Model 950
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AVON Model 400 Flower Irrigator stands 4 feet high, allowing a gentle rain to fall over the garden without damage to tender blossoms. Price \$4.95

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THE LOG OF THE PRACTICAL GARDENER

CONTINUED FROM PRECEDING PAGE

Favorites

June is iris time. The iris breeders continue to amaze me with their marvelous creations, but I am still partial to Kochi and Seminole—not that there aren't far better iris now. (these two varieties are rarely even listed any more), but you can't be a true gardener without occasionally letting a bit of sentiment cloud your vision. Kochi and Seminole were the iris in Mother's garden when I was growing up.

Hedge

I've just had an advance look at the new Sunbeam booklet on hedge care—an excellent guide, full of practical suggestions. If you'd like a copy, write to Sunbeam, Chicago 50, Illinois.

One-third Waste

Those who must ride the trains everyday, as I do, can't fail to notice how even scraps of land are gardened by our foreign-born. We could learn much from their appreciation of the possibilities in land. We are much too prone to waste one-third of our lots as lawn completely exposed to the gaze of those who pass by. Why not put privacy to work so your family gets some use—valuable outdoor living space—from the front yard. Study pages 100-102, and look back at your January issue for 37 pages of privacy ideas.

—Joseph E. Howland

PANTRY SHELF NEWS

CONTINUED FROM PAGE 194

more heavily laden with zesty spices to give it a peppery undertone. Choosing between the two types boils down pretty much to whether you like a mild or hot relish.

The zesty, piquant flavor of chutney makes it a perfect relish to serve with meat and game—ham, duck, and lamb especially. It's something to keep on hand, too, when you're making canapés. Blend it with cream cheese as a spread; spread it on paper-thin ham slices perched on toast or dark bread.

When ordering the chutney, be sure to specify whether you want the mild or hot type. A pint jar of either costs \$1.50 from Mrs. E. A. Iremonger, 3010 Villa Rosa Park, Tampa, Florida.

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GARDEN BOOKS WORTH READING

CONTINUED FROM PAGE 191

ily of four can eat between spring and fall—and have plenty left over for winter storage, canning, or home freezing ... Watering is not a strain if you use a fixed sprinkling system or a hose spray-head ... Cultivation is undesirable if you've expertly dug and mulched the garden. In so far as pests and diseases are concerned, you have little to worry about ... An all-purpose spray or dust applied twice a month will prevent or deter most pests.

"When you take more than a half-hour to do each job as it becomes necessary, you're wasting time because you want to and not because you have to.

"Ten dollars will start you gardening. (But) ... there's no quibbling that home-grown vegetables may cost more than those raised by farmers ...

"We don't mean that you must be a 'scientific gardener' and plan each step down to the last and most insignificant detail. Too much has been written heretofore about gardening being an exact science—which it isn't and, we hope, never will be.

"Gardening is an art. As such it partakes of some science and of a great deal more creative talent. It is an experience which only develops with practice. You cannot learn it in books.

"It isn't necessary for you to sit down and read the entire book before you begin to garden. You can read and learn as you go along, although you should try to get through the first part in one or two sittings."

—J. E. H.

Plant Disease Handbook, by Cynthia Wescott; Van Nostrand; 1950; \$7.50.

This is a *must* for all serious gardeners. Dr. Wescott is a long-time professional bug and disease chaser. She knows the business as a university researcher (Cornell and Rutgers), and for the past 16 years as a private consultant to home gardeners. Her practice extends from New England to Florida.

Amateurs will appreciate the casual style that omits the traditional scientific documentation, but many scientists may decry the extent of this effort because the names of the discoverers of pest-control methods have been chopped out.

—J.E.H.



The Man Behind The Hoe

ROWS VS. HILLS. Everyone should plant beans in June; main crops in the north and a second or third crop further south. Hills vs. drilling in rows? I am partial to rows myself, but it's pure prejudice. By either method it's important not to plant too thick. Thin to four plants per foot of row or six plants per hill.

FREEZE THE SURPLUS. No home freezer? You can preserve small lots of berries or vegetables for a short time in the tray of an ordinary refrigerator. Once we shelled peas, blanched them in boiling water, then filled the tray. Those peas tasted mighty good a month later when the garden peas were gone.

SYSTEMATIC INSECTICIDE. Exciting news on the insect-control front comes from England. A new insecticide, Pestox 3, has proved effective against all kinds of aphids and certain mites. It is absorbed by the plant and then poisons sucking insects for several weeks. Only used on non-food crops so far, Pestox 3 may well usher in a new era in simplified pest control.

CLEAN SPINACH. Having trouble getting spinach and other spring greens clean? Del has found that using hot water speeds up the washing process by slightly wilting the leaves. We also like to cut the leaves from the crown right in the garden and thus avoid as much dirt as possible.

LONG SLIM CARROTS. Judging vegetables at a county fair, I once marveled at a display of perfect, long, slim carrots knowing that the soils in the area were predominantly a heavy clay. The proud exhibitor told me he opened a narrow furrow with a flat shovel, filled with composted soil and planted on top. His carrots obviously had no difficulty in growing downward. I am going to try his method when I plant my Nantes carrots this month for fall and winter use.

INSECTICIDES STILL NEEDED. Louis Bromfield recently lectured in our town. I felt that his views on soil management were very sound, but he seemed a little over-optimistic regarding possibilities of insect control by proper plant nutrition. Several entomologists I've talked with agree that *some* pests do less damage to well-nourished plants but others thrive on the most vigorous. Better keep the sprayer and duster handy.

VITAMINS AND MINERALS. Nutrition-conscious gardeners often have the misconception that the vitamin content of vegetables can be greatly increased by proper fertilization. The climate is more important in determining vitamin content. For example, August tomatoes are usually higher in vitamin C than October fruit from the same plants.

BERMUDA GRASS CONTROL. Southerners with Bermuda grass lawns have a difficult time keeping it from creeping into the garden where it becomes a serious weed. Cliff Elder at the Oklahoma Agricultural Experiment Station has used

(Continued on page 199)

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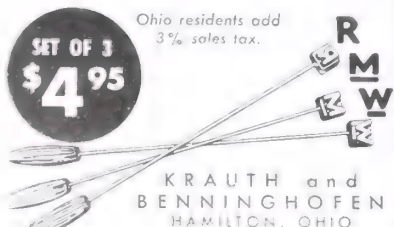
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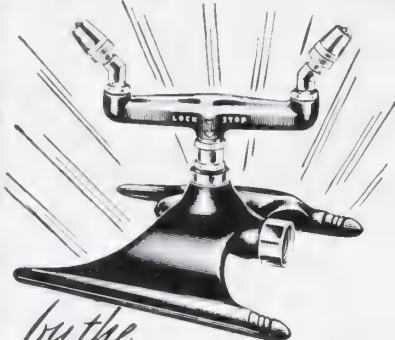
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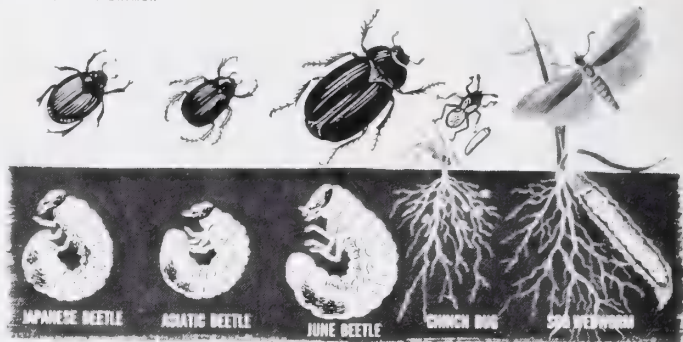
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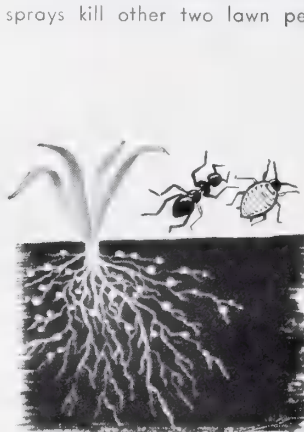


How to control lawn pests

SKETCHES BY JOHN BRIMER



• DDT or chlordan grub-proofs your lawn against Japanese, asiatic, and June beetles for 3 to 6 years. DDT or chlordan sprays kill other two lawn pests.



• **Army worms** move in vast groups, so only regional control measures (poison bait) are effective. Call on the county agent.

• **Root aphids** are shepherded by ants, so distribute commercial ant baits that workers will bring back to nest, destroying both ants and the root aphids.



• **Gophers:** trap them or dump cyanide gas crystals into their dens. Avoid inhaling fumes of cyanide. Seal opening to den with packed, moist soil.



• **Moles** are not vegetarians. They're after the beetle grubs in your lawn. So, get rid of the grubs first (see above). For immediate relief use mole traps or cyanide gas in runs. Some mice also use mole tunnels same way or make their own. Use cyanide or poisoned bait.

THE MAN BEHIND THE HOE

CONTINUED FROM PAGE 197

the new grass killer, Sodium TCA, applied in a band around the lawn's edge to keep the Bermuda confined. I've found that half a pound in two gallons of water in a sprinkling can applied in a foot-wide band will treat 50 yards around the edge of a garden.

SECOND-YEAR PARSLEY. If you live where the past winter was unusually mild, your parsley may have survived, especially if your soil is well drained. Parsley is a biennial and naturally seeds and dies the second year. Remove the flowers as soon as they appear but don't depend on the old plants for the entire season. Make another planting now.

LET THE CHERRIES RIPEN. Orchardists who never seem to be in a hurry to harvest their cherries tell me that this fruit increases in size and sugar content for some time after the fruit turns red. You may have to pick yours early to keep robins from getting them all, but delay if you can for quality's sake.

SOIL AERATION. Although aeration is seldom a problem on a friable garden soil, lack of oxygen may limit root growth on heavy soils after a hard rain, particu-

larly early in the growing season. Cultivation is the immediate remedy but don't overlook the long-range objective of loosening your soil by working in organic matter whenever possible.

GET 'EM YOUNG. Don't overlook prompt weed control in early June. Hoeing-cultivating-pulling-chemicals; regardless of the method, weeds are most easily killed when small. And with long warm days they don't stay small for long.

SUNFLOWERS FOR BIRDS. My bird-loving friend, Gene Kenega, plants sunflowers in extra garden space to provide seed for his fall and winter visitors. There is still time to plant if there is an extra row in the vegetable garden.

SHADE FOR SUMMER VEGETABLES. Climate control extended to the vegetable garden pays dividends where summers are hot. I've grown superior midsummer pole beans and tomatoes in the South under a cheese-cloth shade and also found it helpful in starting cool-weather vegetables for fall use. Early planting in the open with later plantings for midsummer under slat house or cloth shade seems to be a good rule for the deep South. —Keith C. Barrons



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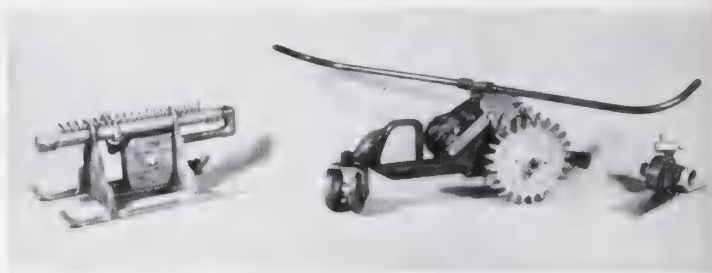


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PHOTOGRAPHS BY GOTTSCHO-SCHLEISNER



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THE STATION WAGON SET WANTS THE EFFECT WITHOUT WORK

CONTINUED FROM PAGE 119

You can have flowers to wear, exotically and stylishly, every day.

You don't need any professional help to succeed with such a garden. Even if children and dogs (your own or the neighbors') run through your garden, it won't be ruined. You can even go away for vacations, leaving the garden unattended for a month or more.

About now you are probably saying, "Yes, and you are probably going to tell me that gardening is a good outdoor hobby, guaranteed to make me look and feel my best."

True enough, but we *won't* say gardening is easy. But then, neither is golf or swimming, tennis or riding, or even bridge and Canasta. Gardening is relaxing, creative, and stimulating. The business of the commuter rushing home to garden isn't as silly as it seems. He enjoys gardening. He puts in those nightly or week-end stints because he likes to garden, not because his plants need all that attention. His garden often would be better if he did less fussing with it.

What about weeds, and cultivating, and the other troubles gardeners love to groan about?

Weeds never have a chance to get started if you mulch the ground heavily in the spring with peat, "Terralite," or "Topper." Cultivating is useless work anyhow in most soils: Your plants grow better if the soil is NOT cultivated.

Soil: Any soil that will grow husky weeds will grow good flowers.

Plant food: Use any complete plant food, like "Vigoro" or "Vertagreen." A pint treats 25 square-feet of ground.

Pest killers: Order an all-purpose spray or dust. Apply twice monthly to roses and iris. You shouldn't have any bug or disease problems on the other 14 plants anyhow. In the rare event that you do, give them the twice-monthly spray or dust too.

Watering: Let the hose run long enough to wet the soil at least 4 inches deep. Then forget watering for another week. Nightly light sprinklings don't really help the plants, can do a lot of harm by encouraging shallow rooting. Cardinal rule: No man (or woman) alive has the patience necessary to hold a hose long enough to get the soil thoroughly wet to a depth of 4 inches. Get a mechanical sprinkler, a root feeder, or use a porous hose, or an "Iri-gator" on the end of your garden hose.

Mulches: You can't overdo it here. You need at least a 2-inch depth, better to use 4 inches. Take your choice from peat, "Terralite" (vermiculite), "Topper" (shredded redwood bark), or even straw. At the end of the season, scoop off the mulch and save it for the next year, or turn it into the soil to improve its physical condition.

Staking plants: an unnecessary clutter. Thrifty plants, grown in the right places and with the correct companions, don't need to be staked.

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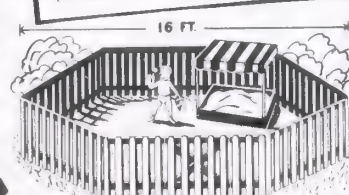
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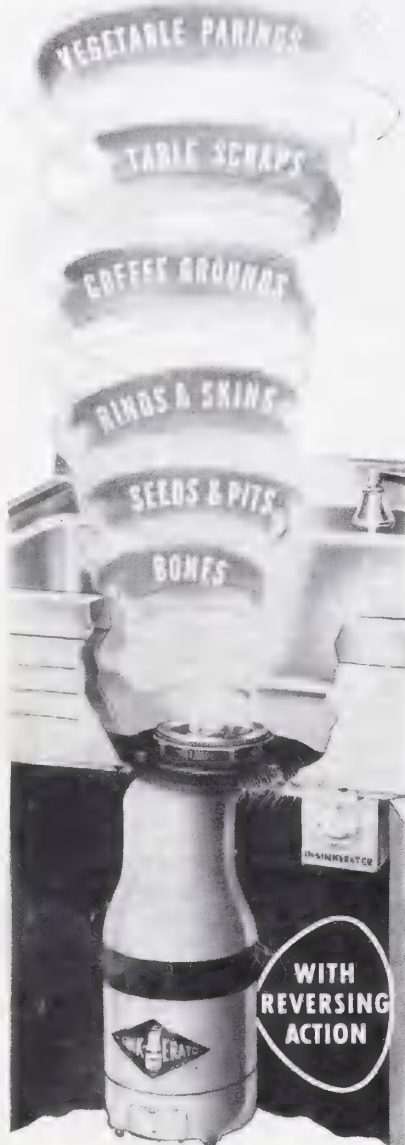
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